

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – December 19, 2023**

The regular meeting of the Main Street Advisory Board was held on **December 19, 2023**, at 5:30 p.m. at the Gonzales Main Street and Economic Development Office located at 305 Saint Lawrence Street. This was an OPEN MEETING, open to the public, subject to the open meeting laws of the State of Texas and, as required by law, was duly posted at the Gonzales Municipal Building giving notice of time, date, place, and agenda thereof. The meeting notice, agenda and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

Chairperson Caka called the meeting to order at 5:30 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Absent
Kayla Craven	Board Member	Present
DeDe DeStefano	Board Member	Absent

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Lew Cohn – Gonzales Inquirer Publisher

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the November 14, 2023 Regular Meeting Minutes.

ACTION: Item 1.1

TABLED

The November 14, 2023 Regular Meeting Minutes weren't completed so this action was tabled.

- 1.2 Discuss, Consider and Possible Action approving a Business Incentive Grant at 417 St. George Street for \$52,000.

ACTION: Item 1.2

APPROVED

Main Street Director Padilla informed the board that the owners have been in contact with the Texas Historic Commission. Based on their recommendations, they will do the following work: cleaning brick, fixing masonry, power wash, replace second story windows, replace first story doors, and replace transom windows. Board Member Craven made a motion to approve a Business Incentive Grant at 417 St. George Street. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

- 1.3 Discuss, Consider and Possible Action regarding selecting Transformational Strategies for upcoming focus incorporating Four-Points to Main Street Revitalization

ACTION: Item 1.3

DISCUSSION ONLY

Main Street Director Padilla explained why the Gonzales Main Street program is now affiliated instead of accredited. This was based on the 2022 self-assessment. The board discussed they would focus on Preservation and Design for transformational strategies. The goals are to promote reinvestment into historic assets, update DowntownTX.org website database for Gonzales and downtown speakers.

- 1.4 Discuss, Consider and Possible Action regarding the following documents: (a) Mission Statement, (b) Main Street Board Bylaws, (c) Main Street City of Gonzales Service Agreement

ACTION: Item 1.4

APPROVED

- (a) Board Member Craven made a motion to approve the Mission Statement. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 4 to 0.
- (b) Board Member Craven made a motion to approve the Main Street Board Bylaws. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 4 to 0.
- (c) Board Member Peeler made a motion to approve the Main Street and City of Gonzales Service Agreement. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 4 to 0.
- (d) Board Member Peeler made a motion to approve the Main Street and GEDC Service Agreement. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

- 1.5 Discuss, Consider and Possible Action regarding successes and improvement opportunities, and action items of past month's Main Street events including: (a) Come & Bake It – Friday, November 17th, (b) Sip, Shop, Savor Small Business Saturday - Saturday, November 25th and (c) Winterfest - Saturday, December 2

ACTION 1.5

DISCUSSION ONLY

- (a) This event was well received, and board members suggested hosting it on a different date. (b) The punch cards and saxophone player were well received. This event ran smoothly and there were a lot of participants. (c) More volunteers were needed during the Winterfest event and the cook off needed more participation. The train

the night before was very popular. This event might be able to be better incorporated into the Winterfest event and/or advertising. Some opportunities for improvement are that this event conflicts with other events and consistent advertising. Also, posting no parking signs was suggested. The Placer AI Report YoY showed that more people attended this year, most people came in from the Gonzales area and that people spent more time at the event than in the previous year.

1.6 Discuss, Consider and Possible Action regarding Yiftee Community Gift Card Program

ACTION 1.6

DISCUSSION ONLY

The Yiftee Community Gift Card Program is now active and businesses can sign up to participate. Board members were asked to have their merchants sign up for this program.

1.7 Discuss, Consider and Possible Action regarding purchasing 2024 Christmas decorations and storage options for existing decorations

ACTION 1.7

APPROVED

Board Member Daniel suggested ordering moving blankets to protect the Christmas signs. It was discussed that additional roof lights and Christmas decorations for the poles were needed. Board member Daniel made a motion to purchase \$400 worth of moving blankets. Board member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

1.8 Discuss, Consider and Possible Action regarding end of year clean up

ACTION 1.8

DISCUSSION ONLY

Board Member Daniel updated the board that the City warehouse has started to look cleaner. Main Street Director Padilla suggested installing shelves to help with organization. The board discussed a time to take down Christmas decorations.

1.9 Discuss, Consider and Possible Action regarding the design and purchase of Gonzales Main Street shopping bags

ACTION 1.9

APPROVED

The board reviewed several Main Street shopping bag options. Hand out various times of the year or during certain events. Board Member Craven made a motion to purchase the 1000 mess bag option. Board Member Daniel seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

1.10 Discuss, Consider and Possible Action regarding Cattle Country Music Festival

ACTION 1.10

APPROVED

Main Street Director Padilla spoke with the event organizer. He stated that most of the tickets sales have been to local people. He is willing to work with Main Street to promote and drive event traffic to local businesses. The board talked about potentially allowing event banners to be put on Main Street area utility and light poles. Board Member Craven made a motion to rent Main Street area poles for \$300 each with

artwork approved by City of Gonzales. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

STAFF/BOARD REPORTS

2.1 Financial Reports:

A) Financials through November 30, 2023, were reviewed.
Statement of Activity for January through December
Chairperson Caka informed the board that finances are in good standing.

2.2 Committee Reports

(A) Business of the Month Committee – Board Member Brown updated the board that the next business would be Burchard Abstract Company.
(B) Merchant Relations Program Report – no update
(C) Texas Treasures Update – no update
(D) Veteran’s Banners – no update

2.3 Main Street Director Report

Main Street Director Tiffany Padilla updated the board that her and several board members attended the DeWitt County Pecan Show, and visited Goliad and Cuero Main Streets. Almost all the Gonzales Main Street ornaments have been sold. The company performing work on the downtown handrail project can now begin. The grant for downtown speakers opens in January and the decision is made in September.

2.4 Requests by board members for items on a future Main Street agenda.

- Main Street Director Padilla suggested scheduling a quarterly round table.
- Board Member Craven suggested scheduling the previously discussed spring event.

2.5 Set date and time for next meeting.

Tuesday, January 16 at 5:30pm.

ADJOURN

A motion by Board Member Peeler and a second by Board Member Brown, the meeting adjourned at 7:08 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

Approved this 19th day of December 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales