

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – FEBRUARY 16, 2023**

The regular meeting of the Main Street Advisory Board was held on **February 16, 2023**, at 5:30 p.m. at the Gonzales Municipal Building located at 820 Joseph 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

Board Member Hastings called the meeting to order at 5:37 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Absent
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Absent
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present
Joey Moss	Board Member	Absent
Kayla Craven	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Vandy Van Epps – Gonzales Inquirer Staff Writer

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the January 17, 2023 Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Tucker moved to approve the January 17, 2023 Regular Meeting Minutes. Board Member Craven seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.2 Discuss, Consider and Possible Action regarding amendments to the GEDC Performance Agreement.

ACTION: Item 1.2

APPROVED

Main Street Director Tiffany Padilla stated that during the last board meeting, it was discussed that the GEDC budget didn't take into account outstanding grants from 2021-2022 budget. There is now a request for these funds to pay out Main Streets committed grants, as well as three more grants. Padilla also stated that GEDC is allowing Main Street to have \$104,000 in grants, which is equivalent to two more grants. Board Member Craven moved to approve amendments to the GEDC Performance Agreement. Board Member Daniel seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.3 Discuss, Consider and Possible Action determining next few Main Street Business of the Month.

ACTION: Item 1.3

APPROVED

Board Member Daniel suggested the China Basket be nominated as the next Main Street Business of the Month. Board Member Brown suggested waiting to nominate China Basket until the summer, when they will be celebrating their 40th year in business. The board discussed the following businesses to be the next few for the Main Street Business of the Month: Gonzales Inquirer, City Market and Logan Insurance. Board Member Tucker moved to approve the next few Main Street Business of the Month to be Gonzales Inquirer, City Market and Logan Insurance. Board Member Craven seconded the motion. After more discussion, Board member Daniel moved to amend the previous motions. Board Member Daniel moved to approve the next few Main Street Business of the Month to be Gonzales Inquirer, City Market, China Basket and Logan Insurance. Board Member Brown seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.4 Discuss, Consider and Possible Action regarding purchasing a table at the Chamber of Commerce Texas Independence Ball on March 2, 2023.

ACTION: Item 1.4

APPROVED

The board previously discussed Main Street purchasing a table in support of the Chamber's Ball. Board Member Tucker moved to approve purchase a table at the Chamber of Commerce Texas Independence Ball on March 2, 2023. Board Member Craven seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.5 Discuss, Consider and Possible Action regarding 2023 Sponsorship Levels.

ACTION 1.5

DISCUSSION TABLED

Main Street Director Tiffany Padilla presented the board with a sponsorship packet containing 2023 sponsorship levels. Board Member Daniel suggested ordering just Main Street koozies, instead of individually printed koozies with sponsors for each event. Main Street Director Padilla and Board Member Craven suggested the sponsorship levels build on each other. The board discussed possible amendments to the presented

sponsorship levels. Tiffany Padilla suggested tabling the discussion. Board Member Craven moved to table the discussion regarding 2023 Sponsorship Levels. Board Member Tucker seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.6 Discuss, Consider and Possible Action regarding 2023 Events Budget.

ACTION 1.6

DISCUSSION TABLED

The board was presented with the 2023 Events budget. Board Member Hastings stated that the budget for the Cinco de Mayo Event needs to be increased to \$10,000. Board Member Craven asked for clarification on the Main Street Mixers event budget. It was suggested to move \$2,500 from the Main Street Mixers budget to the Cinco de Mayo budget. Board Member Daniel moved to table the discussion regarding 2023 Events Budget. Board Member Brown seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.7 Discuss, Consider and Possible Action regarding First Shot Pageant

ACTION 1.7

DISCUSSION ONLY

Gonzales Chamber of Commerce Director Melissa Henderson stated that the chamber currently hosts and organizes Gonzales' Royal Court. She stated that they have had issues with the way the pageant is organized and participants' parents. The Chambers' board dropped the Royal Court for the year 2022-2023. The board is proposing that Main Street now host and organize the Royal Court. Board Member Hastings expressed her concern about liability and storage for the Royal Court storage. She also stated they Main Street would like the Chambers' support. Board Member Craven that she shares the same hesitation as Melissa. She stated that the Royal Court does not currently align with the Main Street organization. She suggested a partnership with the Gonzales Chamber of Commerce so that both organizations work together to host and organize the Royal Court.

1.8 Discuss, Consider and Possible Action regarding POW-WOW event.

ACTION 1.8

DISCUSSION ONLY

Board Member Tucker called Daniel from the POW-WOW committee. Daniel gave an update to the board. He stated that an event previously called Santa Fe Days was moved to the Main Street POW-WOW date on April 1st, 2023. Vendors that he was going to secure for Main Street's POW-WOW have already prepaid and committed to the other event. Therefore, Daniel's organization hasn't be able to secure as many vendors to secure their portion of the event's funding. Their organization was able to secure dancers, however, they have not been able to raise funds for the payouts. It was discussed possibly postponing the event. Daniel stated that he would be at a POW-WOW that weekend and could possibly secure some vendors during that event. Main Street Director Tiffany Padilla stated that Main Street was concerned about paying nonrefundable deposits for the event while Daniel's organization still has to secure a significant amount of funding. Daniel stated that he will be able to make a decision on Monday about whether or not they should postpone the event.

1.9 Discuss, Consider and Possible Action regarding City Wide Yard Sale.

ACTION 1.9

APPROVED

Main Street Director Tiffany Padilla informed suggested the City Wide Garage Sale take place in Texas Hero's Square parking lot on April 15th. She also suggested asking Main Street Businesses have a sidewalk sale. Board Member Tucker moved to approve the City-Wide Garage Sale take place in Texas Hero's Square parking lot on April 15th. Board Member Brown seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.10 Discuss, Consider and Possible Action regarding Cinco de Mayo Event

ACTION 1.10

DISCUSSION ONLY

Board Member Hastings suggested bringing a full-event on May 6th but having the bands perform from 3pm – 11pm. She stated bringing in the band who brought in the lighting and sound system from last year.

1.11 Discuss, Consider and Possible Action regarding Raunchy Rodeo Round-Up.

ACTION 1.11

DISCUSSION TABLED

The board agreed to table this item until next board meeting.

1.12 Discuss, Consider and Possible Action regarding hosting a Prince & Princesses Royal Ball in lieu of Main Street Banquet.

ACTION 1.12

APPROVED

Board Member Hastings asked for clarification about why this change was suggested. Board Member Craven explained that during the committee meeting, it was discussed that the purpose of the event was to fundraise money for Main Street. During this meeting, someone suggested have a ball as a way to raise money. Board Member Hastings offered still having a Main Street Banquet. Board Member Craven suggested moving forward with the ball while also adding the banquet to Main Street's upcoming events. The board discussed the banquet date moved until 2024. Board Member Craven moved to approve hosting a Prince & Princesses Royal Ball In lieu of Main Street Banquet on September 23rd, 2023. Board Member Daniel seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.13 Discuss, Consider and Possible Action regarding "Come and Bake It" Competition

ACTION 1.13

APPROVED

The board agreed to table the discussion regarding the "Come and Bake It" Competition. Board Member Hastings and Board Member Daniel suggested booking a saxophone player to play at some Main Street events. Board Member Daniel to approve booking a saxophone player to play at some Main Street events. Board Member Brown seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.14 Discuss, Consider and Possible Action regarding a follow up to Small Business roundtable in partnership with the GEDC.

ACTION 1.13

APPROVED

Main Street Director Tiffany Padilla presenting the board with what was discussed during the previously held Main Street Roundtable event. It was suggested that a follow-up roundtable be held with other businesses. Board Member Tucker to approve regarding a follow up to Small Business roundtable in partnership with the GEDC. Board Member Craven seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

STAFF/BOARD REPORTS

2.1 Financial Reports:

A) Financials through February 13, 2023 were reviewed.

Statement of Activity for January through December

Board Member Daniel explained that she was able to updated the board on details from the financial reports. Main Street Director Tiffany Padilla informed the board that Main Street received the outstanding \$5,000 Winterfest donation.

2.2 Committee Reports

(A) Veteran's Banner Committee – A flyer and request for Veteran's Banners will be posted on Main Street's Facebook page.

(B) Marketing Committee – nothing to report

(C) Business of the Month Committee – nothing to report

(D) Merchant Relations Program Report from each Board Member – The board discussed updating the Merchant Relations business assignments.

(E) Texas Treasures Update – Board Member Craven has been in contact with Eddie and securing documents from him.

2.3 Main Street Director Report

Main Street Director Tiffany Padilla handed the board a document with the status of upcoming projects. She informed the board that the Butterfly Garden continues to move forward. A stakeholders meeting was scheduled regarding the Saint James sidewalk project. It was discussed tapping in and updating the sewer lines during the sidewalk project. She also informed the board that Gonzales City Council approved the creation of a Beautification Committee. Tiffany updated the board on the status of on-going grants. She stated that the board might need to recall the 810 Saint Paul grant. Tiffany stated the following Main Street Businesses have closed: Sophie's Treasures, Blooming Magnolias and Gonzales Souvenir Shop (the Alcalde Hotel is for sale) and the following are new/under new management: Painted Pony, Main Street Marketplace, Irle Auto and Truck Parts, Butterfly Kiss Creations and potentially a Vape shop. Come and Take It Bar and Grill now has approval to use their second level. Spaces Sublime will be downsizing. Tiffany is working with GEDC to incentivize work for downtown building business owners.

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

- Board Member Hastings suggested a running ad in the Gonzales Inquirer
- Board Members suggested finalizing Main Street Events
- Board Member Craven suggested a Main Street Business Map

2.4 Set date and time for next meeting.

Tuesday, March 21st at 5:30pm.

ADJOURN

A motion by Board Member Daniel and a second by Board Member Brown, the meeting adjourned at 7:35pm. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 16th day of February 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales