

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – JUNE 17, 2025**

The Special Called meeting of the Main Street Advisory Board was held on **June 17, 2025**, at 5:30 p.m. at the Gonzales Municipal Building located at 820 St. 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 the time, date, place, and agenda thereof. The meeting notice, agenda, and agenda packet were posted online at [www.gonzales.texas.gov](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Board Chairperson Peeler called the meeting to order at 5:31 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Amy Peeler	Board President/Chairperson	Present
Kayla Craven	Board Vice President/Vice Chairperson	Present
Glori Wyatt	Board Secretary	Present
Brandon Page	Board Treasurer	Present
Joey Moss	Board Member	Present
Linda Brown	Board Member	Present
Charles Kerr	Board Member	Absent
Greg Webb	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Harold Strom  
Adriane Hastings  
Susan Sankey, EDC Director  
Mayor Isacc Anzaldua

**PUBLIC COMMENTS**

Adriane Hastings gave a report on the Royal Court. There has been great feedback for this. Currently accepting applications and sponsorships. TexGen will be the main sponsor. Waiting on check. Bicentennial Committee will give \$2500 to the float. The city council will join with the pageant float to bring the two 20ft floats to a 40ft float. The Lynn theater will host the pageant at 2:00pm on Sept. 27<sup>th</sup> and interviews done that morning. Currently gathering a list of parades that the Royal Court needs to attend. \$65 entry fee, each division has a separate amount of sponsorship to raised (program ads). It's a tiered sponsorship based on the age of the division.

Mayor Isaac Anzaldua thanked the board for all that the volunteers do for the city. He would like the board to know that he will listen. That their voices will be heard and all information considered.

**CONSENT AGENDA ITEMS**

- 1.1 **Minutes** – Approval of the minutes for the May 19, 2025, Regular Meeting.
- 1.2 **Financial Report** – Approval of the Financial Report ending June 13, 2025

**CONSENT AGENDA ITEMS:**

**Item 1.1**

**TABLED**

Meeting Minutes from the May 19, 2025 meeting were not available. Agenda item tabled until they can be presented at next meeting.

**Item 1.2**

**APPROVED**

Board Member Craven moved to approve Financial Report ending June 13, 2025. Board Member Webb seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

**ACTION ITEMS**

2.1 Discuss, Consider, and Possible Action regarding upcoming events.

**ACTION 2.1**

**DISCUSSION ONLY**

Board discussed upcoming events including: July 4th Star Spangled Spectacular (please volunteer), staff will ask EMS to have a station. Board would like shirts (red/blue) for volunteers only. Board approved buying 500 "sponsor" fans. National Bikers Roundup (placing 30 port-a-johns, 18 picnic table and trash cans out and staff will be making a main street map), Rum Run, Come and Bake It Show (need to meet with Adams Extract about being a sponsor again) and Winterfest (do we want a carousel?). Added DT Spooktacular and Jingle Mingle.. Board also discussed a "whole town" initiative to join the Downtown Spooktacular. Maybe a Christmas tree contest for Winterfest

2.2 Discuss, Consider and Possible Action regarding setting up Roundtable discussions/Lunch-n-Learn trainings for Historic Tax Credits

**ACTION 2.2**

**DISCUSSION ONLY**

Board discussed partnering with the Gonzales Economic Development Corporation to create quarterly roundtables and include Historic Tax Credits as one of those opportunities. Suggestions included creating a one page post card or flyer with a QR Code.

2.3 Discuss, Consider and Possible Action regarding EDC Signage Incentive campaign

**ACTION 2.3**

**DISCUSSION ONLY**

Board Member Page will work with the Gonzales Economic Development Corporation to promote the Signage Incentive campaign to Downtown businesses.

2.4 Discuss, Consider and Possible Action regarding "Call of Artwork" campaign for proposed mural on fire station restroom wall

**ACTION 2.4**

**APPROVED**

Board members engaged in discussion regarding finding an art proposal for the mural mosaic idea approved by City Council. Board Member Craven made a motion to create an RFP for local artists to submit their ideas. Board Member Brown seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 7 to 0

2.5 Discuss, Consider and Possible Action regarding the Veteran's Banner Project

**ACTION 2.5**

**APPROVED**

Board members discussed the success and opportunities of the Veteran's Banner project. Board Member Craven made a motion to alter the cost of the banners to \$200 initial print fee (for standard size) and then no renewal fee for subsequent years. It was also suggested to partner with the Knights of Columbus to have a flag flown in the Veteran's yard (for the first year only) as part of the package. Board Member Page seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 7 to 0

2.6 Discuss, Consider and Possible Action regarding 2025-2026 Jr Main Street Board

**ACTION 2.6**

**DISCUSSION ONLY**

The Board discussed revamping the Jr Main Street Board program to include an entrepreneurial aspect. A subcommittee was created with Board Members Glori Wyatt, Kayla Craven, and Brandon Page with Mr. Page acting as the main liaison of the committee. Subcommittee will work with the Highschool CTE to create opportunities for work release and intern programs.

**ACTION 2.7**

**REVIEW/DISCUSSION ONLY**

The Transformation Strategy Workplan for FY 2024-2025 was reviewed for progress and applicable work.

**STAFF/BOARD REPORTS**

- 3.1 Business of the Month Committee Report: Reese’s Law Firm – July, Dilworth Inn – August, Possibly Linda’s Nails? September  
Texas Treasures Report – no report  
Merchant Relations Program Report by each Representative  
Royal Court Report – Previously discussed
- 3.2 Main Street Director Report  
Royal Court Contract, Revitalization Funds, Beautification Projects
- 3.3 Requests by board members for items on a future Main Street agenda
  - Include List of Main Street business of the month in packet
  - Local Historic Commission Survey
  - Courthouse Landscaping
  - Winterfest Planning/Christmas Cutouts
- 3.4 Set date and time for next meeting:  
Thursday, July 17, 2025, 5:30pm – City Hall

**ADJOURN**

A motion by Board Member Craven and a second by Board Member Moss, the meeting adjourned at 7:28pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 7 to 0.

Approved this 17<sup>th</sup> day of June 2025

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Amy Peeler  
Board Chairperson, Gonzales Main Street Board

Attest:

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales