

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – MARCH 21, 2023**

The regular meeting of the Main Street Advisory Board was held on **March 21, 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

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

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

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the February 16, 2023 Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Hastings moved to approve the February 16, 2023 Regular Meeting Minutes. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.2 Discuss, Consider and Possible Action regarding 2023 Events Budget.

ACTION: Item 1.2**APPROVED**

The board discussed the 2023 budget for various items, beginning with the Happy Fall Y'all event. It was agreed that the budget for this event would be \$750 and the projected income would be \$750. Winterfest budget was lowered to \$15,000. The First Shot Pageant event was struck from the budget due to lack of information from the Gonzales Chamber of Commerce. The Cinco de Mayo event budget was set to \$10,000 with a project income of \$10,000. The Rum Run event was set at \$1,5000. The Back to School Bash budget was set to \$5,000. The Come and Bake It competition budget was set to \$250 with a projected income of \$500. The Royal Ball event budget was set to \$1,000. Small Business Saturday event budget was increased to \$2,000 with a projected income of \$2,000. The Christmas Cutouts budget was set to \$3,000. The Butterfly Bench Program was changed to The Downtown Bench Program and this budget was set to \$5,000. The Mainstreet Mixer budget was set to \$2,000. The City-Wide Garage Sale budget was set to \$250 with a projected income of \$500. The Summer Concert Series events were set to a combined budget of \$11,000. The Membership Dues expense budget was increased to \$125 due to an increase in Gonzales Chamber dues. Legal/Professional/ASCAP budget was set to \$1,000. Office supplies budget was set to \$1,000. The Sales Tax budget was set to \$100. The Chamber Banquet expense was added and the budget was set to \$1,000. The New Events budget was set to \$5,000. The potential new events include Raunchy Rodeo Round-up and Sip, Shop, Saver. Board Member Craven moved to approve the 2023 Events Budget. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.3 Discuss, Consider and Possible Action determining possible warehouse clean up.

ACTION: Item 1.3**APPROVED**

Chairperson Caka explained that the Gonzales Chamber is allowing Mainstreet to use their warehouse to help store Mainstreet items. It has been requested to create a volunteer workday to help clean out the current warehouse. Board Member Peeler moved to approve warehouse clean up. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.4 Discuss, Consider and Possible Action regarding City Wide Garage Sale and Downtown Sidewalk Sales.

ACTION: Item 1.4**DISCUSSION ONLY**

Main Street Director Tiffany Padilla informed the board that the event would be from 8am to 1pm with streets closing from 6:30am to 1pm. She asked board members to brief retail businesses about the sidewalk sales.

- 1.5 Discuss, Consider and Possible Action regarding Cinco de Mayo Event.

ACTION 1.5**DISCUSSION ONLY**

It was discussed if alcohol would be available for purchase during the event and who would be the vendor. Board Member Hastings suggested the event be BYOB and Chairperson Caka concurred.

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

ACTION 1.6

DISCUSSION ONLY

Chairperson Caka stated that she is working with Jesse Campion (who will have a booth at the rodeo) to promote this event and sell tickets. She suggested structuring the event like the Rum Run and proposed it being held on May 25th from 11am to 4pm.

1.7 Discuss, Consider and Possible Action regarding Firework Display at Star-Spangled Spectacular.

ACTION 1.7

APPROVED

Main Street Director Tiffany Padilla informed the board that 12% of last year's fireworks didn't go off. Main Street was given a \$1,500 credit for these defective fireworks. The board discussed and agreed to use this credit towards a bigger firework display at the Star-Spangled Spectacular event. Board Member Moss moved to approve using the \$1,500 firework credit towards a bigger firework display at the Star-Spangled Spectacular event. Board Member Hastings seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.8 Discuss, Consider and Possible Action regarding Main Street Business Map.

ACTION 1.8

APPROVED

Main Street Director Tiffany Padilla informed the board that Gonzales Tourism created an interest map with the help of a third-party. They are allowing Main Street to insert a map of Main Street businesses. She suggested doing this using advertising funds. Board Member DeStefano moved to approve the creation of a Main Street Business Map. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.9 Discuss, Consider and Possible Action regarding permanent outdoor speakers for downtown squares.

ACTION 1.9

DISCUSSION ONLY

Main Street Director Tiffany Padilla updated the board that WiFi and Downtown Gonzales doesn't have a strong enough WiFi signal. However, Tiffany requested a bid for a wired system.

1.10 Discuss, Consider and Possible Action regarding Main Street Table purchase for Gonzales Healthcare Systems Foundation Dueling Piano

ACTION 1.10

NOT APPROVED

Chairperson Caka explained to the board that it is outside Main Street's organization to purchase a table at the Gonzales Healthcare Systems Foundation event. Board Member Hastings moved to disapprove the creation of a Main Street Business Map. Board Member Tucker seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

STAFF/BOARD REPORTS

2.1 Financial Reports:

A) Financials through March 21, 2023 were reviewed. Statement of Activity for January through December Chairperson Caka explained that financials were doing great due to limited transactions. Main Street received an Amazon Smile donation; however, she informed the board that the Amazon Smile program will be discontinued. Main Street also received a donation from the Network For Good organization.

2.2 Committee Reports

(A) Veteran's Banner Committee – Board Member Peeler stated she needed sizing for the larger banners.

(B) Marketing Committee – nothing to report

(C) Business of the Month Committee – Board Member Brown explained that the current Business of the Month, Gonzales Inquirer, would continue to be due to delay in article publication.

(D) Merchant Relations Program Report from each Board Member – The board members gave updates on what they heard from businesses.

(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 informed the board that she had an interview with the host of the radio show KLOVE to feature Gonzales Main Street. This feature should air in a couple of weeks on Sunday. She also stated that the plants downtown should be planted in March or October. She is submitting a proposal to City Manager Tim Crow. The sidewalks around Texas Hero Square are complete, however, there isn't a sprinkler system anymore. She is trying to figure out how to rectify this potential problem.

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

- Board Member Caka and Craven suggested a Main Street Business Incentive

2.4 Set date and time for next meeting.

Thursday, April 20th at 5:30pm.

ADJOURN

A motion by Board Member Hastings and a second by Board Member Brown, the meeting adjourned at 7:11pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 21ST day of March 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales