

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – MAY 16, 2024**

The regular meeting of the Main Street Advisory Board was held on **May 16, 2024**, 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 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**

Chairperson Caka called the meeting to order at 5:33 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Britney Caka	Chairperson	Present
Valorie Daniel	Board Member	Absent
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Present
Keith Berger	Board Member	Present
Mario De La Santos	Board Member	Absent

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Pedro Gonzalez & Michaeline Yanascavage-Gonzalez

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

1.1 **Minutes** – Approval of minutes for the April 25, 2024 Regular Meeting Minutes.

**ACTION: Item 1.1**

**APPROVED**

Board Member Peeler moved to approve the April 25, 2024, Regular Meeting Minutes. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.2 **Financial Report** – Approval of the Financial Report ending April 30, 2024

**ACTION: Item 1.2****APPROVED**

Board Member Peeler made a motion to approve the Financial Report ending April 30, 2024. Board Member Moss seconded the motion. Chairperson Caka called for a vote. For: Unanimous. The motion passed 6 to 0.

**ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action regarding a Business Incentive Grant at 523 St. Joseph Street for \$52,000.00.

**ACTION 2.1****APPROVED**

Pedro Gonzalez and Michaeline Yanascavage-Gonzalez gave additional details regarding vision for the property and business plan. Board Member Peeler made a motion to approve the Business Incentive Grant at 523 St. Joseph Street for \$52,000.00. Board Member Brown seconded the motion. After discussion, board would like to have signage restrictions added to the Performance Agreement. Board Member Peeler amended the motion to approve the restrooms, the flooring, and the electrical of the Business Incentive Grant at 523 St. Joseph Street for up to \$52,000.00 on a 90/10 reimbursement. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.2 Discuss, Consider, and Possible Action regarding a Business Incentive Grant at 726 St. Paul Street for \$17,910.00

**ACTION 2.2****APPROVED**

Information was provided from Texas Historic Commission regarding the guidelines for renovation and revitalization of existing buildings, not necessarily adding to the building unless it creates an additional business or economic impact. Board Member Berger motioned to approve the Business Incentive Grant at 726 St Paul Street for \$17,910.00. Board Member Moss seconded the motion. The board engaged in discussion cover only the cost of the drainage and not the parking structure. Board Member Craven amended the motion to approve the Business Incentive Grant at 726 St Paul Street for up to \$6,900.00 on 90/10 reimbursement. Board Member Berger seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.3 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work.
- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives
  - (b) Transformational Strategy #1, Goal #2 - Utilize DowntownTX.org – Building Inventory Report for DowntownTX Database from each board member
  - (c) Transformational Strategy #2, Goal #1 – Beautification: Handrails, trashcans, & benches.
  - (d) Transformational Strategy #2, Goal # 2 – Heritage tourism/Business Support: Roundtable & Community Gift card.

**ACTION 2.3****DISCUSSION ONLY**

Several letters of intent have been received for Revitalization Funds. Director Padilla requested board members to help with the DowntownTX.org database by filling out the property information sheet. Memorial benches need to be promoted. Yiftee gift cards, drop off table tents to participating businesses. Consider doing a roundtable in August.

2.4 Discuss, Consider, and Possible Action regarding Fourth Thursday Event.

**ACTION 2.4****TABLED**

Board discussed moving more toward a block party type event featuring/celebrating businesses on a certain block. Will bring it up at roundtable to gauge how businesses would respond.

2.5 Discuss, Consider and Possible Action regarding upcoming 4<sup>th</sup> of July Star Spangled Spectacular Event.

**ACTION 2.5****DISCUSSION ONLY**

Board Member Craven gave an update on entertainment for event. Board Member Caka gave update on fundraising. Board Member Berger gave update on waterslides. Director Padilla gave update on vendors and GVEC contributions. Discussion regarding selling water or sodas. Will need volunteers to shut down roads and set up and tear down and monitor booth if we sell beverages. We will add petting zoo and balloon animals. We need to order koozies for year-long sponsors. Do MS Logo on front and sponsors on back. Use for 4<sup>th</sup> of July and Winterfest.

2.6 Discuss, Consider and Possible Action regarding Gonzales Main Street Inc. hiring and discussion of funding a professional bookkeeper.

**ACTION 2.6****APPROVED**

Director Padilla reviewed the proposal from Floyd & Kintz for bookkeeping services. Board Member Moss made a motion to hire Floyd & Kintz to handle the Gonzales Main Street bookkeeping. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

**STAFF/BOARD REPORTS****3.1 Committee Reports**

Business of the Month – SW Poultry is next

Texas Treasures – Met with Barbara at Laurel Ridge

Merchant Relations – updated list

Building Inventory Report – already discussed

Wayfinding – Design committee will be getting back together

Update Gonzales Main Street Logo

Veterans Banners – Will promote again in August

Asset Management – with our attorney

Performance Agreement Default – Request sales tax report

### 3.2 Main Street Director Report

Main Street Director Tiffany Padilla updated Board on Main Street Now conference. Updated the board on the status of ongoing projects. Consider Fall Farmers Market. Pre-sale fire station ornaments so we know how many to order. Order 100 Lynn Ornaments for their grand-reopening.

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

- Director Padilla requested to consider Jr Main Street Board

### 3.4 Set date and time for next meeting.

Thursday, June 13 at 5:30pm.

## **ADJOURN**

A motion by Board Member Craven and a second by Board Member Peeler, the meeting adjourned. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 16<sup>th</sup> day of May 2024

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales