

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – April 20, 2023**

The regular meeting of the Main Street Advisory Board was held on **April 20, 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](http://www.gonzales.texas.gov).

**CALL TO ORDER**

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

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

**Vandy**

**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 Peeler requested to amend Action 1.2 to read Board Member Hastings moved to disapprove the purchase of a table at the Hospital Gala instead of Board Member Hastings moved to disapprove the creation of a Main Street Map. Board Member Peeler moved to approve the March 21, 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 hosting the next Quarterly Main Street Business Round Table.

**ACTION: Item 1.2**

**APPROVED**

The board discussed a date and location for the next Quarterly Main Street Business Round Table. It was proposed that this event be held on May 8<sup>th</sup>, at 10am at La Bella Tavola. Board Member Craven moved to approve the next Quarterly Main Street Business Round Table be held on May 8<sup>th</sup>, at 10am at La Bella Tavola. Board Member DeStefano 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 regarding successes and improvement opportunities for City-Wide Garage Sale 2023.

**ACTION: Item 1.3**

**DISCUSSION ONLY**

Main Street Director Tiffany Padilla stated that after expenses were paid, the event brought in an income of \$216. Several Main Street displays were given away during the event and more might possibly be picked up. The Butterfly Garden took in \$160. The Spade and Trowel Club committed an additional \$1,000 to the Butterfly Garden and will fix the bubbler.

- 1.4 Discuss, Consider and Possible Action regarding approving a Business Incentive Grant.

**ACTION: Item 1.4**

**APPROVED**

Main Street Director Tiffany Padilla informed the board that the building requesting the grant is a historic building and was purchased in 2014. This new owner renovated the building and turned it into a hotel and leased out space for a restaurant. She then sold the property in 2021 to Astrit Lekgegaj. The roof of the building is in bad need of repair and the entire roof needs to be repaired. This damage roof is causing damage to hotel rooms, the restaurant and a storage room. He requested \$52,000 grant and will be investing \$62,500 (18% he will invest). Board Member Peeler moved to approve the Business Incentive Grant. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.5 Discuss, Consider and Possible Action regarding warehouse clean-up.

**ACTION 1.5**

**DISCUSSION ONLY**

The board discussed proposed the dates of May 20 and May 27 to clean out the Main Street Warehouse.

- 1.6 Discuss, Consider and Possible Action regarding the Cinco de Mayo event.

**ACTION 1.6**

**DISCUSSION ONLY**

Chairperson Caka stated her and Valorie are now chairing the event in Adrienne's maternity absence. Performers, petting zoo, vendors and contests have all been booked. Koozies and advertising orders have been placed. Jumping houses and balloon animals

are currently being booked. The event was originally budgeted for \$10,000 and expenses are currently at \$8,705.

1.7 Discuss, Consider and Possible Action regarding Memorial Day Service.

**ACTION 1.7**

**APPROVED**

Chairperson Caka explained to the board that Main Street has previously helped with the Memorial Day Service event. Larry Mercer has also asked the board for their continued assistance. This event will be held on May 29<sup>th</sup> at 7am in Texas Hero Square. J Board Member Moss moved to Main Street assisting with the Memorial Day Service event. Board Member DeStefano seconded the motion. Board Member Brown made a motion to amend the previous motion to aid with the Memorial Day Service and donate a wreath. Board Member DeStafano 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 Raunchy Rodeo Round-Up.

**ACTION 1.8**

**DISCUSSION ONLY**

Chairperson Caka updated the board as to the current status of this event: t-shirt designs is being made, sponsorships are being collected and the website is being created. She stated that merchants are needed for this event.

1.9 Discuss, Consider and Possible Action regarding Juneteenth Event.

**ACTION 1.9**

**DISCUSSION ONLY**

Main Street Director Tiffany Padilla updated the board that she met with the Edward's Association and they would like to partner with Main Street to help plan and facilitate this event. She stated that Main Street's expenses will likely be between \$3,000 and \$4,000. The current event budget is \$3,000.

1.10 Discuss, Consider and Possible Action regarding Star-Spangled Spectacular Event.

**ACTION 1.10**

**DISCUSSION ONLY**

Main Street Director Tiffany Padilla explained to the board that she has asked Board Member Craven to chair the event. This is the first time Board Member Craven has chaired an event and is requested the help of the entire board. The board discussed having the event from 5pm – 10pm.

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

**ACTION 1.11**

**APPROVED**

Main Street Director Tiffany Padilla gave the board a proposed map of Main Street businesses. These businesses include retail, lodging and dining businesses. The board discussed verifying a few business names. Board Member Moss moved to approve securing the services of Mary Making TX to create a Main Street specific map. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.12 Discuss, Consider and Possible Action regarding Downtown Beautification.

**ACTION 1.12**

**APPROVED**

Main Street Director Tiffany Padilla informed the board that City Council approved the creation of a City Beautification Board. It has been proposed that 2 members from each board (CVB, Main Street, Chamber of Commerce, & Beautification Committee) along with the City Manager and Beautification Committee staff liaison take a driving tour of neighboring towns including Goliad, Cuero & Yoakum. Staff is seeking recommendations for two board members to represent this board. Board Member DeStafano and Board Member Craven were recommended to represent Main Street as liaisons.

## **STAFF/BOARD REPORTS**

### **2.1 Financial Reports:**

A) Financials through April 17, 2023 were reviewed.

Statement of Activity for January through December

Chairperson Caka explained that total revenue brought in is \$5,538.70, total expenses are \$2,796.98 which leaves a net operating revenue of \$2,741.78. GVEC has committed to the Immortal Sponsorship, BYK has committed to the Immortal Sponsorship, CREW Men's Store has committed to the Cannon Sponsorship, State Farm has committed to Cannon Sponsorship and TXGN has committed to the Immortal Sponsorship.

### **2.2 Committee Reports**

(A) Veteran's Banner Committee – Main Street Director Tiffany Padilla informed the board with a quote for banners from Personal Impressions. The board discussed purchasing banners sized 24 inches x 48 inches

(B) Marketing Committee – Board Member Craven requested adding Board Member DeStafano to the website and updating the website.

(C) Business of the Month Committee – Board Member Brown said they will be presenting the Member of the Month sign to China basket the following Friday.

(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 will be finalizing and submitting Eddie's application in the next few days.

2.3 Main Street Now Conference & Training Report from Board President & Director Chairperson Caka briefed the board on their trip to Boston for the Main Street Conference. She learned about grants for historical buildings, code enforcement, attracting volunteers, Main Street funding programs, participated in a scavenger hunt, crosswalk art, and murals. She also learned that Main Streets are no longer planning events but focusing on beautification, preservation, and driving economic development. Main Street Director Tiffany Padilla stated that she will be digging in deeper into the international building codes. She will be presenting findings from the trip to GEDC and recommending to Gonzales City Council to adopt some of these findings.

2.4 Main Street Director Report

Main Street Director Tiffany Padilla updated the board on the following: Parts of the bubbler have been ordered, Saint James sidewalks are finished and the roads are being paved, plants are proposed to be planted on Independence Square and it has been requested to have a plaque recognizing the artist who creating Gonzales City Hall's building mural. She also said that Gonzales has been nominated to be on the traveling Smithsonian Exhibit for the Museum on Main organization. The exhibit will stay on location for 6 weeks in rural cities. She went to a stakeholders meeting to discuss fire suppression systems for businesses on Saint Joseph Street and Saint Paul Street. 2 new businesses have opened and one has closed since the last board meeting.

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

- Board Member Caka suggested increasing the Juneteenth budget
- Board Member Craven suggested a Main Street Business Incentive
- Board Member Daniel suggested a Third Thursday Mixer event

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

Thursday, May 18th at 5:30pm.

### **ADJOURN**

A motion by Board Member Peeler and a second by Board Member Brown, the meeting adjourned at 6:58 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 20<sup>th</sup> day of April 2023

---

Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales