

**CITY OF GONZALES, TEXAS**  
**MAIN STREET ADVISORY BOARD MEETING**  
**MINUTES – August 17, 2023**

The regular meeting of the Main Street Advisory Board was held on **August 17, 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**

Board Member Hastings 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  | Absent        |
| Adriane Hastings     | Board Member | Present       |
| Valorie Daniel       | Board Member | Present       |
| 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 Van Epps – Gonzales Inquirer Staff Writer

**PUBLIC COMMENTS**

**PRESENTATION**

Yiftee Representative Tyson Senevoravong and Main Street Director Tiffany Padilla briefed the board on a possible Main Street Sponsored gift card program. Tyson showed a demo of the Yiftee program and explained that the card fee was \$1 + 5% of the card total. Participants of this program will get a portal that can display sponsors, participating businesses, promotions, card balance, etc. Yiftee will remind gift card recipients to use their gift card within a year of activation to avoid a fee (\$3 per month after a year of in use). Refunds can be made to the gift card. Incentives include sponsorships, supporting local businesses, used in give-a-ways, and promotion of local businesses.

## **ACTION ITEMS**

- 1.1 Discuss, Consider and Possible Action approving the July 20, 2023 Regular Meeting Minutes.

**ACTION: Item 1.1**

**APPROVED**

Board Member Daniel moved to approve the July 20, 2023 Regular Meeting Minutes. Board Member Peeler 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 successes and improvement opportunities, and action items of past month's Main Street event including: (a) Shop & Stroll 4<sup>th</sup> Thursday - Thursday, July 27<sup>th</sup> and (b) Back-To-School Bash – Saturday, August 5<sup>th</sup>.

**ACTION: Item 1.2**

**DISCUSSION ONLY**

(a) Board Member Daniel stated that for this event to be successful, more businesses need to be willing to participate.

(b) Main Street Director Padilla recognized Board Member Hastings was able to acquire enough sponsors for the event that no funds were needed from the yearlong sponsors.

- 1.3 Discuss, Consider and Possible Action regarding upcoming events including: (a) Shop & Stroll 4<sup>th</sup> Thursday – Thursday August 24<sup>th</sup>, (b) Royal Ball – Saturday, September 23<sup>rd</sup>, (c) Main Street Rum Run – October 21<sup>st</sup> and (d) Additional Sponsors Needed – All events.

**ACTION: Item 1.3**

**DISCUSSION ONLY**

(a) This month's shop and stroll will be at Peach Creek Antiques with Mr. Ortiz for entertainment. Board Member Daniel (b) Main Street Director Padilla stated that 26 tickets have been sold, the goal was 80. She handed out printed posters and asked board members to help with ticket sales. Each board member was asked to sell 2 tickets. (c) no update (d) no update

- 1.4 Discuss, Consider and Possible Action regarding continuation of Shop & Stroll 4<sup>th</sup> Thursday.

**ACTION: Item 1.4**

**TABLED**

Board Member Brown stated that she didn't think this event needed to extend into the upcoming holiday season due to the upcoming Main Street events Board Member Craven expressed concern that consistency with the event might help grow it and spread word of the event. The board discussed a few different changes that might benefit or grow this event. Board Member Craven made a motion to table action taken on the continuation of the Shop & Stroll 4<sup>th</sup> Thursday event. Board Member DeStefano 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 pausing acceptance of all grant applications until the first Monday in November.

**ACTION 1.5**

**APPROVED**

Main Street Director Padilla explained to the board that the grant applications are confusing to applicants. Padilla and the GEDC are working together to clarify the grant and incentives for Main Street Businesses. Board Member Peeler made a motion to pause accepting all grant applications until the first Monday in November. Board Member Daniel 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 a Main Street vendor booth at 2023 Come & Take It Celebration.

**ACTION 1.6**

**APPROVED**

Main Street Director Tiffany Padilla explained to the board that the Come & Take It Committee is giving the board a complimentary booth. This booth would need to be manned. Board Member Daniel made a motion to have a Main Street vendor booth at the 2023 Come & Take It Celebration on Saturday. Board Member Hastings seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0. Then, Board Member Daniel made a motion for Main Street to take over the Mullet Contest at Come & Take It. Board Member Craven 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 hosting Main Street Business Roundtable.

**ACTION 1.6**

**APPROVED**

Main Street Director Tiffany Padilla. Board Member Daniel made a motion for Main Street to host a Main Street Roundtable at Come and Crepe It on September 21<sup>st</sup> at 5:30pm. Board Member Peeler 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 July 31, 2023 were reviewed.  
Statement of Activity for January through December.

- 2.2 Committee Reports

(A) Business of the Month Committee – Board Member Brown stated that the September business of the month is Toni’s Food Store. The board suggested the next few month businesses of the month be: October – Hearty Gourmet, November – Ebarr and December – Laurel Ridge.

(B) Merchant Relations Program Report – Board Member Hastings stated that the Butterfly Creations business has closed and The Little Blue Shop Around the Corner is opening in its place. Board Member Craven informed the board that Holly Jeanne Boutique, Hollerin Heifer Mercantile and Glam Room were all having their grand openings the next Saturday.

(C) Texas Treasures Update – no update.

(D) Veteran’s Banners – Board Peeler stated the letters have gone out for this program and received a few responses.

### 2.3 Main Street Director Report

Main Street Director Tiffany Padilla stated that the Christmas Lights that are across the roadways must go pole to pole not building to building. She handed out a map to board members show existing and the possible additions of new lights. Remschel Customs quoted \$5,110 to disassemble, sand, powder coat and reassemble 28 handrails. The City of Gonzales is being asked for an in-kind donation of labor for the handrails to be taken out and put back in. Tiffany stated next that board reappointment is back up so board members need to email her if they want to be reappointed.

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

- Fall Market Days
- Yiftee Program
- Juneteenth
- Visit other town’s Main Streets
- Shop and Stroll 4<sup>th</sup> Thursday
- Downtown Speakers

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

Tuesday, September 19<sup>th</sup> at 5:30pm.

## **ADJOURN**

A motion by Board Member Craven and a second by Board Member Hastings, the meeting adjourned at 7:18 pm. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 17<sup>th</sup> day of August 2023

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales