

CITY OF GONZALES, TEXAS
BEAUTIFICATION ADVISORY BOARD MEETING
MINUTES – July 11, 2023

The regular meeting of the Beautification Advisory Board was held on **July 11, 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

Staff liaison Tiffany Hutchinson-Padilla called the meeting to order at 5:31 p.m. and a quorum was certified.

Attendee Name	Title	Status
Connie Dolezal	Board Member	Present
Deane Parsley-Novosad	Board Member	Present
Dee Sengelmann	Board Member	Present
Jessica McKinney	Board Member	Present
Pat Anders-Ryan	Board Member	Present

STAFF PARTICIPATING:

Ralph Camarillo – Parks & Recreation Director
Tiffany Padilla – Main Street Director

GUESTS

Steve Sucher - Mayor
Vandy VanEpps – Gonzales Inquirer Staff Writer

PUBLIC COMMENTS

None

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the June 6, 2023, Regular Meeting Minutes.
Action: Item 1.1 **Approved**
Board Member Dolezal moved to approve the June 6, 2023 Regular Meeting Minutes. Board Member Anders-Ryan seconded the motion. Staff Liaison Padilla called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

- 1.2 Discuss, Consider and Possible Action regarding planning community driven cleanup campaign.
Action: Item 1.2 **Approved**
Staff liaison Padilla opened agenda item reminding board of last few meetings of discussions around restoring the Jim Price Clean Up to a community driven campaign. That clean up will be in April. Board member McKinney motioned to open for discussion with a second from Board member Sengelmann. Board member Sengelmann suggested that each board member could be reaching out to people in our neighborhoods and other clubs to get buy-in. Get a list going to identify “block-captains” that could motivate a block or two of the neighborhoods. To get community feelings going. Get a generic letter together to present to school board to get to campuses, and clubs, that talks about Jim Price Clean Up/Keep Texas Beautiful assist with clean up, get it in the paper, church groups, turn it into what it used to be. Pick up in neighborhood

and call city to come and get bulk. Letter to educate community, and rally up neighborhood leaders, create a plan. Create a subcommittee, get a story in the paper “Be a Welcoming Community to our residents and to visitors, bring back community pride” mention Vision and Mission. Draft a letter on and what do you want the groups to do? Recommendation made by Board Member McKinney to form a subcommittee to draft plan and draft letter to present to board at next meeting for Jim Price Clean Up Day. Comprehensive plan should include, outreach, activities, advertising, marketing, etc. Motion seconded by Board Member Dolezal. For: Unanimous. The motion passes 5 to 0.

Subcommittee consists of Board Member McKinney, Board Member Dolezal, and Board Member Anders-Ryan. Subcommittee will meet and bring plan back to the board.

- 1.3 Discuss, Consider and Possible Action regarding signage branding and design committee to include but are not limited to the following organizations/entities: Main Street, Chamber of Commerce, Gonzales Economic Development, Convention & Visitor’s Bureau, City of Gonzales, Historic Commission

Action: Item 1.3

Approved

Staff liaison Padilla asked advisory board to consider additional organizations/entities who may need to be involved in the signage branding and design discussion. Board members suggested museum board, JB Wells, golf course, parks, and airport. Staff liaison Camarillo identified the additional suggested organizations as “City” and confirmed that those organizations will be represented by a city staff person. Motion to accept the participation of the organization/entities listed by Board Member Parsley-Novosad. Seconded by Board Member Anders-Ryan. For: Unanimous The motion passes 5 to 0. Staff liaison Padilla will send an email to the board chairs to request representation. Time and date for meeting will be decided next meeting.

STAFF/BOARD REPORTS

- 2.1 Report by board member Sengelmann Spade and Trowel Club and Master Gardner’s for the revitalization of Market Square and Yard of the Month Campaign
Board Member Sengelmann reported that the garden clubs will meet in September and will bring requests to the clubs during the September meetings.
- 2.2 Requests by board members for items on a future Beautification Board Meeting agenda
- Happy Fall and Christmas Decorating
 - Wildflower seeding
- 2.2 Set date and time for next meeting.
- Tuesday, August 1st at 5:30pm.

ADJOURN

A motion by Board Member Parsley-Novosad and a second by Board Member Anders-Ryan, the meeting adjourned at 6:29 pm. Staff liaison called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

The meeting adjourned at 6:30 pm.

Approved this 11th day of July 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales