

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

The regular meeting of the Main Street Advisory Board was held on **July 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 5:39 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 | Absent        |

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Vandy Van Epps – Gonzales Inquirer Staff Writer  
Matty Davidson – New Business, the Bottle Shop  
Susan Sankey – GEDC Director  
Rhonda Miller – Councilwoman  
Tonya Adams – General Public

**PUBLIC COMMENTS**

Matty Davidson introduced himself as a new Main Street Business owner looking to open The Bottle Shop wine retail and small bites business at 350 St George Street. Plans are in the works to open in October.

**ACTION ITEMS**

- 1.1 ACTION: Item 1.1** **APPROVED**  
Discuss, Consider and Possible Action approving the June 15, 2023, Regular Meeting Minutes.

Board Member Kayla requested to amend that the minutes reflect “Approved this 15<sup>th</sup> day of June 2023” instead of the date 20<sup>th</sup> day of April 2023. She then moved to approve with corrections. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**1.2 ACTION: Item 1.2**

**DISCUSSION ONLY**

Discuss, Consider and Possible Action regarding successes and improvements opportunities, and action items of past month’s Main Street event including:

(a) Juneteenth, Saturday June 17<sup>th</sup>, (b) Shop & Stroll 4<sup>th</sup> Thursday, June 22<sup>nd</sup>, (c) Star Spangled Spectacular, Tuesday, July 4<sup>th</sup>.

(a) Board members who attended the event said that it seemed to be very successful. Having the lighted sling-shot parade brought a lot of people to the event. It was well planned and well executed. Partnering with the Edwards Association made this event run smoothly. The success of this event can be attributed to the coordinated efforts of the City, the PD, Main Street, and the Edwards Association (b) Board Member Daniel was not available to give a report but Director Padilla felt that having the musician in the 800 block of St Joseph was a good choice. It brought shoppers to the area. After checking with other merchants, many stated that they did see sales during the event and would be open to continuing the Shop & Stroll 4<sup>th</sup> Thursday again. (c) Board Member Craven gave a report on the Star-Spangled Spectacular and felt it was a great success. There were many more people participating downtown than in the past several years. Bringing in Tejano music is what the community asked for and we did see an increase in participation because of it. This was the first year we continued the music after the fireworks and many people stayed. We were short on trashcans and will request additional from the City at future events of this size. We would also like to see more food vendors. It appeared as though most of the restaurants were closed and lines were long at the food trucks. Consider how we can get the restaurants to stay open.

**1.3 ACTION: Item 1.3**

**APPROVED**

Discuss, Consider and Possible Action regarding upcoming events including: (a) Shop & Stroll 4<sup>th</sup> Thursday – Thursday, July 27<sup>th</sup>, (b) Back-To-School Bash – Saturday, August 5<sup>th</sup> with possible backpack drive, (c) Shop & Stroll 4<sup>th</sup> Thursday – Thursday, August 24<sup>th</sup>, (d) Royal Ball – Saturday, September 23<sup>rd</sup>, (e) Additional Sponsors Needed – All events

(a) Shop and Stroll musician will be in front of 321 Pop-Up. We will partner with the Chamber as they host their “Power-Hour” that same day at that location. We will offer the punch cards again with a drawing for a \$25 Main Street shopping gift. (b) Board Member Hastings was available by phone and gave a report on the Back-To-School Bash. She has secured sponsors and would like the board to vote on holding a Backpack drive. Board Member Craven made the motion to host the back-pack drive. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0. (c) Discussion regarding the location for the musician at the August Shop and Stroll was held by the board. It was decided that we would like to try to activate the 600 Block of St Paul Street. We will set up the musician in front of Peach Creek Antiques. (d) We are still marketing for the Royal Ball. All tickets are available online. We added the option to have an additional adult with an already paid for adult

and child ticket. More information to come at next meeting. (e) Board Chairperson Caka encouraged all Board Members to continue to solicit sponsors for all of our event.

**1.4 ACTION: Item 1.4 NOT APPROVED**

Discuss, Consider and Possible Action approving a Business Incentive Grant for 513 St George Street.

Discussion was held regarding the state of the sidewalk in front of the building. Board members discussed the focus and purpose of the Main Street grant and if this request fit within that framework. Board Member Peeler moved not to approve the requested grant. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**1.5 ACTION: Item 1.5 APPROVED**

Discuss, Consider and Possible Action regarding Texas Treasures recipient reception.

Board Member Craven made a motion that we approve an amount not to exceed \$250 for a reception to celebrate the Texas Treasures Award recipient. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**1.6 ACTION: Item 1.6 DISCUSSION ONLY**

Discuss, Consider and Possible Action regarding decorating Downtown for Fall.

Board Member Daniel secured 80+ corn stalks to add to this year's downtown fall decorating. Board discussed when to begin decorating for fall. It was decided that early September would be best. Will shoot for Labor Day.

**1.7 ACTION: Item 1.7 APPROVED**

Discuss, Consider and Possible Action regarding purchasing additional Winterfest Decorations.

(a) Discussion was had by the board regarding adding Christmas lights to the downtown area. Considerations include adding strings of Christmas lights across the roadways in the main street area. We would use the funds set aside in the City Budget for Christmas Decorations. Board member Craven made a motion to take request for Christmas lights to be strung across downtown roadways to City Council for approval. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

(b) The proposal was made to have a Main Street Christmas Cut-Out added to the downtown Christmas decorations. The cut-out would have all Main Street board members names on it. We will be able to update the names as needed for future use. Funds would come from the Main Street Budget or donations from Main Street Board Members for this piece of decoration. Board member Peeler made a motion to purchase the Main Street Board Christmas Cut-Out. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**1.8 ACTION: Item 1.8 DISCUSSION ONLY**

Discuss, Consider and Possible Action regarding promotion ideas for the 800 block of St Joseph Street.

Board Members engaged in discussion regarding ideas to assist the businesses. Ideas included promoting a quarterly “tasting”, “booking signing”, or “featured artist” that would draw patrons down to that area. Other suggestions included advertising on Great Day SA. Gonzales Main Street would like to promote the businesses on social media and will encourage the businesses to create posts that can easily be shared to the Main Street Social Media page.

**1.9 ACTION: Item 1.9 DISCUSSION ONLY**

Discuss, Consider and Possible Action regarding donations for the Old Jail Museum. Board members discussed ways to help the Old Jail Museum with donations. Suggestions included offering a free booth at our events and sharing posts on social media.

**1.10 ACTION: Item 1.10 DISCUSSION ONLY**

Discuss, Consider and Possible Action regarding implementation of Gonzales Main Street Gift Card program. Director Padilla shared information with the board regarding *YIFTEE* gift card program. It is the desire of the board to be able to provide a gift card that would be accepted at multiple Main Street Merchants and encourage community members to shop locally. A Gonzales Main Street gift card would also allow raffle winners to select where to spend their prize while keeping funds within our Main Street businesses. The card is an electronic gift card. Merchants can choose to participate. Questions from the board included how the fees are passed on and where any unspent funds go. Director Padilla suggested that *Yiftee* give the presentation to the entire board at the next meeting.

**1.11 ACTION: Item 1.11 APPROVED**

Discuss, Consider and Possible Action regarding Downtown Beautification Board members engaged in discussion regarding downtown beautification focus for 2023-2024. Refurbishing the handrails and implementing a bench program were the two items discussed. Board Member Peeler made the motion to approve moving forward with securing quotes for the refurbishment of the handrails in the main street area. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**STAFF/BOARD REPORTS**

**2.1 Financial Reports:**

A) Financials through June 23, 2023 were reviewed. Statement of Activity for January through June, 2023.

**2.2 Committee Reports**

(A) Business of the Month Committee – Board Member Brown stated Edward’s Furniture will be the next business of the month. She will let the board know when we will be doing the presentation.

(B) Merchant Relations Program Report – Director Padilla reviewed some of the businesses opening, closing, or changing ownership.

(C) Texas Treasures Update – Board Member Craven still waiting on the State to send the Texas Treasures document.

D) Veteran’s Banners - Board Member Peeler is compiling a list of contacts for the current banners in addition to request for new banners. She has developed a social media post and mailer asking for contact information.

2.3 Main Street Director Report

Main Street Director Tiffany Padilla asked the board their preference on where their names will be embroidered on the polo shirts. With the size of our logo, putting a name under it would put the name in an uncomfortable spot. For an additional \$10 per shirt, we can have them embroidered on the other pocket. All board members interested agreed that having the name on the opposite pocket is best.

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

None

2.5 Set date and time for next meeting.

Thursday, August 17th at 5:30pm.

**ADJOURN**

A motion by Board Member Craven and a second by Board Member Peeler, the meeting adjourned at 6:45 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

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

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales