

CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – June 15, 2023

The regular meeting of the Main Street Advisory Board was held on **June 15, 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

Chairperson Caka called the meeting to order at 5:32 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Present
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present
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

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the May 18, 2023 Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Amy requested to amend that Board Member Hastings adjourned instead of Chairperson Caka. Board Member Peeler moved to approve the May 18, 2023 Regular Meeting Minutes with corrections. Board Member Hastings 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 successes and improvement opportunities, and action items of past month's Main Street event including: (a) Main Street Roundup – Thursday, May 25th and (b) Memorial Day Service – Monday, May 29th.

ACTION: Item 1.2

DISCUSSION ONLY

(a) Chairperson Caka questioned whether Main Street should host this event again. She said that although Main Street didn't lose any money on this event, it wasn't as popular as anticipated. Main Street Director Tiffany Padilla and Board Member Brown stated that this event shouldn't be held on a Thursday. The board talked about how most of the rodeo crowd stayed near the arena due to accessibility of food and events. Chairperson Caka suggested creating coupon books and flyers instead. Brown stated due to the nature of the rodeo, the Main Street Roundup didn't make sense for this crowd. The board all agreed that instead of hosting an event, it would make more sense to hand out the coupon books, flyers and potentially have a booth. (b) Main Street Director Tiffany Padilla stated the Memorial Service was great. Board Member Moss posted the wreath, the service ran smoothly, and the chairs provided were well received (ROTC helped with set up). Chairperson Caka suggested that the Veteran Banners be hung before this service next year. Also, she suggested offering pastries to help the event grow. This service grew in attendance from the previous year.

- 1.3 Discuss, Consider and Possible Action regarding upcoming events including: (a) Juneteenth – Saturday, June 17th, (b) Meet on Main 4th Thursday – Thursday, June 22nd, (c) Star Spangled Spectacular – Tuesday, July 4th and (d) Back-To-School Bash – Saturday, August 5th.

ACTION: Item 1.3

DISCUSSION ONLY

(a) Main Street Director Tiffany Padilla asked the board members to help with the setup. (b) Board Member Daniel stated that this event won't be held on a square as first proposed. Instead, the first event will be hosted at Shear Designs and bands will be played in the parking lot. She suggested having the event at different businesses in the Main Street District. She needs a board volunteer to help a little with setup. (c) Board Member Craven updated the board on the status of this event. She stated that bands are booked, and kid's activities are confirmed (puppet show, petting zoo, waterslides, face painting and Ottine Fire Department fire trucks). She suggested a raffle and collecting donations during the event. She stated that she needed help booking vendors. (d) Board Member Hastings updated the board that she has booked a dunk booth, water slides, free Frito pies, petting zoo and donated ice and water. She said that this event wouldn't be solely focused on a school supply drive but will still collect supplies during this event. She stated that two trailers are needed again, and the high school band will be in attendance. She also stated that DJ Buddy would be performing during the event.

1.4 Discuss, Consider and Possible Action regarding participation in community school supply drive.

ACTION: Item 1.4

APPROVED

Chairperson Caka updated the board that several organizations are coming together to have one large school drive. They are collected supplies and then stuffing bags. Several Main Street merchants will have donation boxes at their places of business. These organizations are also collecting donations and encouraging donors to adopt classrooms for \$75. They are asking Main Street for supplies and volunteers to stuff bags.

Chairperson Caka stated that Main Street has money (\$1,000) from last year that was raised and earmarked for school supplies. Board Member Hastings moved to approve Main Street participating in community school supply drive by donating supplies. Board Member Tucker 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 possible development of Business Hardship Grant.

ACTION 1.5

DISCUSSION ONLY

Board Member Craven informed the board that during a discussion with a Main Street business, it was suggested that a grant be offered to businesses. Board Member Craven expressed concern about whether this was allowed in Main Street's organizational perimeters. The board agreed that this kind of grant wasn't aligned with the organization, however, GEDC may be able to foster a grant of its kind.

1.6 Discuss, Consider and Possible Action regarding weekly newspaper advertisement.

ACTION 1.6

APPROVED

Main Street Director Tiffany Padilla stated that the board previously discussed having a weekly advertisement in the Gonzales Inquirer newspaper. The cost associated with a business card size ad was \$20 per week. She suggested having board members take turns each month writing a "What's Happening on Main" advertisement. Board Member Hastings moved to approve a weekly Main Street newspaper advertisement. Board Member Tucker seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

STAFF/BOARD REPORTS

2.1 Financial Reports:

A) Financials through May 31, 2023 were reviewed.

Statement of Activity for January through December

Chairperson Caka informed the board that in year-long sponsors, Main Street has already received \$17,500. However, she stated that the board still needs to work on bringing in donations. A business has already purchased a Christmas cutout.

2.2 Committee Reports

(A) Warehouse Clean-Out Report – Board Member Daniel stated that is was too hot to continue cleaning out Main Street’s warehouse. She also stated that the board should pause using the Gonzales Chamber of Commerce Warehouse until a better organizational plan is put into place.

(B) Business of the Month Committee – Board Member Brown stated that businesses need to be picked starting in July. The board agreed that the Business of the Month would be as follows: July – Logan’s Insurance, August – Edward’s Furniture, and September – Toni’s Food Store

(C) Merchant Relations Program Report - Main Street Director asked board members to pass out the 4th Thursday fliers.

(D) Texas Treasures Update – Board Member Craven informed the board that Halamicek’s Texas Treasure nomination was accepted. The award is being sent to state officials for signing and then will be mailed. She suggested having a small gathering to celebrate.

2.3 Main Street Director Report

Main Street Director Tiffany Padilla asked about having a retirement party for Dr. Gage. She also confirmed with the board that the theme for Winterfest this year be a Vintage Christmas. She asked the board if Main Street was going to offer punch cards or coupons for businesses during the 4th Thursday event. The board discussed offering a downtown business gift card. She also updated the board that the lighted starts can’t be used on the current poles downtown. The starts will need new brackets and updated electrical.

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

- Board Member Craven suggested a celebration for Halamicek’s Texas Treasure Award

2.5 Set date and time for next meeting.

Thursday, July 20th at 5:30pm.

ADJOURN

A motion by Board Member Hastings and a second by Board Member Peeler, the meeting adjourned at 6:55 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 20th day of April 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales