

CITY OF GONZALES, TEXAS
BEAUTIFICATION ADVISORY BOARD MEETING
MINUTES – June 6, 2023

The regular meeting of the Beautification Advisory Board was held on **June 6, 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 5:33 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	Absent
Pat Anders-Ryan	Board Member	Present

STAFF PARTICIPATING:

Tim Crow – City Manager
Ralph Camarillo – Parks & Recreation Director
Tiffany Padilla – Main Street Director

GUESTS

Steve Sucher - Mayor
Susan Sankey – GEDC Director
Lew Cohen – Gonzales Inquirer Staff Writer

PUBLIC COMMENTS

None

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the May 9, 2023, Regular Meeting Minutes.
Action: Item 1.1 **Approved**
Board Member Sengelmann moved to approve the May 9, 2023 Regular Meeting Minutes. Board Member Dolezal 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 Defining Vision, Mission, and Scope of Beautification Board.
Action: Item 1.2 **Approved**
Board Member Sengelmann moved to open up for discussion the “Vision, Mission, and Scope of the Beautification Board”. Board Member Anders-Ryan seconded the motion. Discussion was held about involving the community as much as possible in getting them to have ownership in the beautification of Gonzales. Director Sankey suggested we focus on the “WHY”. What is the “why”? Discussion included: we love this town, it would be nice to have pride in our properties

and public spaces, we would like to draw people off Water Street, include something welcoming, a tidier entry into town, make the streets and neighborhoods on the way into town more welcoming. Other than our flag, there is not anything on the bypasses that would catch people's eye that says "oh, look at this cute little town. I want to turn off the bypass and go look at it. We want to entice more people to turn on 183 business loop and get off Water Street (from JB Wells). We and to make our town welcoming to community and visitors. "Pride in our community for those that live here and those who visit." It's important for us to get to know neighbors, helping each other out. Conduit for people want to do things for themselves, ownership, pride in their own neighborhood. The "WHY" is the core for why we do what we do. Then the "What" we do and the "How" we do it goes under the why. Pride in community. Attract and draw people here. Sense of community, pulls neighbors together. At the CORE we want to be **Welcoming** (for those who live here and those who come to visit). This will drive future projects and discussion. We can't do all this ourselves. We have to get more people involved and engaged. If we want to "incentivize people to have a nice yard" the 'why' is because **we want to be welcoming as a community for people who live here and people who visit**. We would like the residence to take more pride in their homes.... Pull it back to the WHY – want it to be welcoming. How do you be a welcoming community through focus on beautification? It makes people care more. Having a sense of community is something we all want. Find neighborhood leaders then neighbors could get together to discuss how to make neighborhoods more welcoming. Board Member Sengelmann suggested Spade and Trowel Club could consider implementing a "Yard if the Month". People could nominate their neighbor or apply for themselves. This could entice people to take care of and take pride in their yard. Having the club spearhead this will take it off the City's plate. Market Square entrance to the city could be another focus. What could we do to beautify the entrance at Market Square. The entrance and the Riverside building. Spruce it up and do planting. Can we make the Riverside building more attractive. It does not look welcoming. It looks tired. Volunteers are willing to clean it up. Can work with Ralph in the Parks Department to have City help. Spade and Trowel Club also has funds earmarked for the restoration and replanting of Market Square. Board member Sengelmann will take it to the Spade and Trowel Committee. This is a good start to be more welcoming. Guest Lew Cohn made the suggestion that this community has built itself on "Come and Take It". We could do a 5 point marketing around being more welcoming; "Come and See it, Come and Shop It, Come and Stay It, Come and Live It, Come and Love It". We want people to come here and see the town, spend money in the town, perhaps stay or choose to move here and while they are here do what they can to love it and make it a better place to live. Guest Susan Sankey suggested, "What if that becomes our mindset to drive everything we do to achieve that. There are groups, Master Gardeners, 4H Kids, Lions, that can engage in this. What if we got a project for each of them to take on so we can become a more "welcoming community" what can you do to help. We could utilize the electronic billboard to spread the marketing message. We need an eye catching campaign. Something colorful. Flyers and ads.

Vision: "Become a Welcoming Community"

Mission: "Come and See it, Come and Shop It, Come and Stay It, Come and Live It, Come and Love It"

Board Member Sengelmann moved to approve the Vision and Mission Statement for the Beautification Advisory Board. Board Member Parsley-Novosad seconded the motion. Staff Liaison Padilla called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

1.3 Discuss, Consider and Possible Action creating community driven cleanup campaign.

Action: Item 1.3

Approved

Staff liaison Padilla shared background information from the last meeting identifying the Jim Price Clean Up as historically a community driven campaign. Board member Dolezal motioned to open for discussion. Board member Sengelmann seconded the motion. Discussing included marketing a “Come and take it, leave it clean”, “Keep Gonzales Beautiful” campaign. There can be funding available for campaigns like this. How can we get school kids involved in Jim Price Clean up and community campaign. Get into the schools. Bring it to the kids’ attention that trash goes in trash cans. Maybe need more trash cans? Community is also our kids – get the kids and community involve. The Jim Price Clean Up can be a catalyst for our beautification campaign and can start reestablishing pride in our community. Bringing Jim Price Clean Up day BACK as a community event helps set the tone for community pride. Can we create a flyer and put in mail boxes? Start now to find key people around town for leaders in the neighborhood. Neighborhoods could sign up to help in another part of town, get orange vests on , knock on doors, collect metal and trash out of yards. Get GVEC to help grill hot dogs, celebrate at end of day. The great Texas Trash off could go hand in hand. It is held between April – 30th every year and part of the Keep Texas Beautiful campaign. We can get supplies and support cleaning up litter on Texas Highways. Jim Price Cleanup – in conjunction with Earth Day (April 22, 2024). Could we include drop offs for collecting old paint cans, tires, etc. We could ask the Fire Department to get involved as a drop off for old prescription drugs. Community shred event. Big cook out at park at the end of the day. We want to give back ownership to community rather than just a once a year drop off for bulk items. We could ask the businesses to get involved by offering incentives. Create a vision for people to buy into. Each board member can talk to friends around town and see if they would be a block leader – plant seeds to get them thinking about doing this. See where they live and find their neighborhoods. Help your neighbor. Jim Price Clean Up is usually around Earth Day. In 2024, Jim Price Clean Up will be Saturday, April 20th.

Board member Parsley-Novosad made a motion to resurrect and revitalize the community drive, grass roots clean-up campaign. Board Member Dolezal seconded the motion. Staff Liaison Padilla called for a roll call vote. For: Unanimous. The motion passed 4 to 0. What can we do to start now so there is some energy behind it? Have some successes before Come and Take It Festival. Get a map and see what is doable – and where we might need extra people.

- 1.4 Discuss, Consider and Possible Action creating committee to collaborate with community organizations on design and branding consistency for Citywide signage.

Discussion: Item 1.4

Discussion Only

Background was given on existing wayfinding. We need to collaborate with all the other boards that have an interest in wayfinding and signage branding and design. Jessica McKinney and DeeDee Sengelmann will be committee chairpeople from this board. We will ask for two members of each board to form a committee to get consistency in branding and design. City Manager Crow added that the desire is to get representation from all the boards and entities in our community that we can all get in the same room and have input. Instead of drawing this out another 20 years. We come up with consistent signage throughout our community and collaborate together with this committee to come up with an idea. There will be some give and take and then we can all, as representatives of the community be going in the same direction. We can hire a consultant, a professional, that can take these ideas and give us 1, 2, or 3 examples to bring back to the committee and the committee will take them to City Council for final approval. It becomes a standard for wayfinding signs, for signage in the squares, etc. so there is a consistent flow in our public spaces; Golf course, parks, JB Wells, wayfinding, entrances, etc. giving a consistent flow instead of this fragmentation. This will get consistency in place. Then as we replace signs or create new signs, we now have a design to go off of. Then it will be an easy thing for us to do. But we have to get over the hard work first, getting these people in the same room and focus on the betterment of our community. Then you get a better

representation of the community to establish community pride. Boards include but are not limited to: Beautification and Design Board, Chamber of Commerce, Convention and Visitors Bureau, Economic Development, Main Street, City of Gonzales

STAFF/BOARD REPORTS

2.1 Requests by board members for items on a future Beautification Board agenda

- Yard of the Month – Spade and Trowel Club
- Resurrect “Keep Gonzales Beautiful”

2.2 Set date and time for next meeting.

Tuesday, July 11th at 5:30pm.

ADJOURN

A motion by Board Member Parsley-Novosad and a second by Board Member Sengelmann, the meeting adjourned at 6:39 pm. Staff liaison called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

The meeting adjourned at 6:39 pm.

Approved this 6th day of June 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales