

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – May 18, 2023**

The regular meeting of the Main Street Advisory Board was held on **May 18, 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 5:30 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Absent
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Absent
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

Ms. Padima will be hosting a pop-up shop event on Saint James and Saint George. She wants to start with local vendors and businesses and expand from there. She would like to have this event monthly.

ACTION ITEMS

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

ACTION: Item 1.1

APPROVED

Board Member Craven requested to amend to read Vandy Van Epps – Gonzales Inquirer Staff Writer for guests and Action 1.1 date changed to March 21, 2023. Board Member Craven moved to approve the April 20, 2023 Regular Meeting Minutes with corrections. 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 approving a Business Incentive Grant.

ACTION: Item 1.2

APPROVED

Griesinger Holdings, LLC applied for a grant for renovations at 618 N. Saint Joseph Street. They want to repair the roof and building damage due to a leaky roof. The building is under new ownership and the board had a discussion with the new owner, Reba Griesinger. Main Street Director Tiffany Padilla informed the board that this building houses two businesses. One business will no longer be a tenant; however, the other business is taking over the lease and starting a new business. This new business will offer services and have a boutique. Therefore, sales taxes will be generated, new jobs created and an increase in property value. The repairs are thought to be about \$70,000. Reba said that they would start on renovations as soon as the grant has been approved. The board was concerned about using outside contractors to do the renovation work instead of local contractors. Reba explained that she had a hard time getting local contractors but was able to get a bid from a contractor in Tennessee due to a personal connection. The board expressed to Reba that they would hope that she would use local contractors. Board Member Craven moved to approve a Business Incentive Grant for Griesinger Holdings, LLC. Board Member Moss seconded the motion. Chairperson Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.3 Discuss, Consider and Possible Action regarding successes and improvement opportunities, and action items of past month's Main Street events.

ACTION: Item 1.3

DISCUSSION ONLY

Two events have been hosted in the past 30 days, Cinco de Mayo and the Q1-2023 Business Roundtable. Board Member Brown expressed concern that the Cinco de Mayo didn't benefit Main Street businesses. Board Member Craven informed the board that the event went well, and people spent money with the vendors at the event. The board agreed that they need to focus more on events that help better promote Main Street businesses. The board discussed lessening events and focusing on beautification and more events that promote main street businesses. Main Street Director stated that there were more staff than business owners at the Roundtable. The board discussed changing the time or venue to encourage more attendance.

- 1.4 Discuss, Consider and Possible Action regarding warehouse clean up.

ACTION: Item 1.4

DISCUSSION ONLY

Main Street Director Tiffany Padilla stated that there weren't any sign-ups for the proposed clean up dates. The board agreed to have Board Member Daniel organize the warehouse clean-up.

1.5 Discuss, Consider and Possible Action regarding Memorial Day Service.

ACTION 1.5

DISCUSSION ONLY

Main Street Director Tiffany Padilla asked for volunteers to help move chairs from the warehouse and someone to lay the wreath.

1.6 Discuss, Consider and Possible Action regarding Main Street Round-Up.

ACTION 1.6

DISCUSSION ONLY

Main Street Director Tiffany Padilla showed the board the preliminary map, however, there was still time to add participants. Volunteers for this event may be needed.

1.7 Discuss, Consider and Possible Action regarding Juneteenth Event.

ACTION 1.7

APPROVED

Main Street Director Tiffany Padilla stated that there was a request to increase the budget for the Juneteenth event. Board Member Peeler moved to approve an increase in the budget to \$6,800 for the Juneteenth event. The original budget for this event is \$3,000. Board Member Moss seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.8 Discuss, Consider and Possible Action regarding Star-Spangled Spectacular.

ACTION 1.8

DISCUSSION ONLY

Board Member Craven informed the board that the event should be right at the planned budget of \$8,000. There is a contract for bands and the sound technician. She has found a vendor for two water slides and will give a discount.

1.9 Discuss, Consider and Possible Action regarding Back-to-School Bash.

ACTION 1.9

DISCUSSION ONLY

Main Street Director Tiffany Padilla updated the board that a committee would like have a supply drive on July 22nd and bring together a few organizations for this event. Board Member Tucker attended a meeting that discussed this event. The goal is to have one unified event to raise school supplies. The board discussed not longer having a school supply drive as done in the past during the Back-to-School Bash. Instead, the event will offer things such as haircuts, clothing, etc.

1.10 Discuss, Consider and Possible Action regarding WinterFest 2023 Event.

ACTION 1.10

DISCUSSION ONLY

Main Street Director Tiffany Padilla informed the board that this item was put on the agenda to start discussion and planning for this event. Board Member Daniel stated that parade notices in the past were sent during the summer. Also, she would like to decide on a theme.

1.11 Discuss, Consider and Possible Action regarding the recognition of retirement of Dr. Gage.

ACTION 1.11

APPROVED

Board Member Hastings told the board that Dr. Gage has officially retired after being in business for over 40 years. She would like to do something to celebrate his long and

successful business. Board Member Brown moved to approve a celebration for Dr. Gage's retirement. Board Member Moss seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.12 Discuss, Consider and Possible Action regarding Junior High Rodeo.

ACTION 1.12

DISCUSSION ONLY

Main Street Director Tiffany Padilla informed the board that Gonzales is up for a bid year. This event brings over \$1 Million to the community during this week. She stated that volunteers are needed at the event.

1.13 Discuss, Consider and Possible Action regarding AirNetix sound system proposal.

ACTION 1.13

APPROVED

Main Street Director Tiffany Padilla informed the board that she has been in contact with a company called AirNetix. They have put speakers in several neighboring towns. These speakers can be used to transmit mobile or from one spot. Internet and cell service isn't required. This system proposal is 10 poles for a cost of \$20,000. There are grants available to help with this cost. The system could also build and only start with a few poles. Board Member Moss moved to approve Main Street pursue grants and other fundraising avenues to help purchase the AirNetix sound system. Board Member Craven seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.14 Discuss, Consider and Possible Action regarding Downtown Beautification.

ACTION 1.14

APPROVED

Main Street Director Tiffany Padilla informed the board that it was previously discussed having asphalt art. There is a grant that will help fund asphalt art, however, this grant is due June 12th. She wasn't sure how the Beautification Board would affect moving forward with asphalt art. Board Member Brown moved to move forward with funding and planning for asphalt art in 2024. Board Member Peeler seconded the motion. Board Member Hastings called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.15 Discuss, Consider and Possible Action regarding hosting a monthly Main Street Third Thursday type event.

ACTION 1.15

APPROVED

Board Member Daniel told the board that Seguin hosts a Third Thursday event. This event is hugely successful. The board discussed having the businesses stay open later and Main Street provides entertainment. Board Member Peeler moved to host a Main Street 4th Thursday event for the next three months. Board Member Moss 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 April 30, 2023 were reviewed.
Statement of Activity for January through December
Main Street Director Tiffany Padilla explained the Cinco de Mayo event broke even.

2.2 Committee Reports

(A) Veteran's Banner Committee – Main Street Director Tiffany Padilla informed the board that she has been working on calling all the veterans to see if they want to continue a having a banner.

(B) Marketing Committee – no update.

(C) Business of the Month Committee – Board Member Brown asked why the article wasn't submitted sooner.

(D) Merchant Relations Program Report - Main Street Director asked board members to inform their businesses about the Fourth Thursday and Rodeo Roundup events.

(E) Texas Treasures Update – no update

2.3 Main Street Director Report

No update.

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

- Board Member Hastings suggested Main Street having a newspaper advertisement
- Board Member Craven suggested a Main Street Hardship Grant
- Board Member Daniel suggested discussion about allocating Back-to-School Bash funds

2.5 Set date and time for next meeting.

Thursday, June 15th at 5:30pm.

ADJOURN

A motion by Board Member Peeler and a second by Board Member Craven, the meeting adjourned at 7:40 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