

CITY OF GONZALES, TEXAS
BEAUTIFICATION ADVISORY BOARD MEETING
MINUTES – May 9, 2023

The regular meeting of the Beautification Advisory Board was held on **May 9, 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 5:30 p.m. and a quorum was certified.

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

STAFF PARTICIPATING:

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

GUESTS

Mayor Steve Sucher

PUBLIC COMMENTS

None

INTRODUCTION OF NEW BOARD MEMBERS

Mayor Sucher welcomed the board adding that a town that looks good attracts people.

Dee Sengelmann, walks the town and notices opportunities to “do better”

Jessica McKinney, would like to see a comprehensive plan and a multi-fold campaign for civic pride and pride in the appearance of our community

Connie Dolezal, sees opportunities for improvement “Don’t mess with Texas” type campaign and educate the young people on keeping Gonzales beautiful.

Pat Anders-Ryan, walks everyday and sees opportunities to improve. Would like to have a central team with vision to know how all of the components will work together in beautifying our City

Deane Parsley-Novosad, wants to be in a position to give back to a community that we can be proud of. Wants to identify places in town that could use some intervention, make it more appealing to the community and visitors

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action Defining Vision, Mission, and Scope of Beautification Board

ACTION: Item 1.1

DISCUSSION ONLY

Staff liaison Tiffany Padilla began the discussion by providing background information on the formation of the board. The vision is to get all of the ideas into a central area where we can organize and prioritize the projects. The City Council will have the final say, but they are looking to this board for collaborative recommendations regarding the beautification efforts. Mayor Sucher touched on the need for a comprehensive plan and having this board help with the sequencing of these projects. There was considerable discussion among board members regarding a public campaign to clean up Gonzales and educate community members. Suggestions included a street-by-street component to the Jim Price Clean Up, engaging different civic clubs, create a community upswelling, neighbor-to-neighbor groups, finding neighborhood block leaders.

Board Member McKinney asked about funding for the board. Staff liaison suggested that there are funds already set aside with various organizations. Many of these organizations are waiting on direction from this board as to how to proceed with branding, design, consistency, etc. This board will need to provide recommendations on an overall scope and comprehensive vision for how to best implement.

Additional ideas and input were given including: Texas Heroes Square “islands” planting of native plants and xeriscaping with river rocks, seeding museum lawn with bluebonnets, seeding highways and bypasses with wildflowers, creating a safe and walkable city in regards to sidewalks, getting input from various citizens and professionals on contributions to beautification efforts, arch entrances at entry points into Gonzales, murals, asphalt art, downtown bench project, refurbishment and adding additional handrails downtown, doggie stations, public squares and parks designator signs, Water Street bypass and Sarah DeWitt Blvd design and overall look, planter berm refresh at entrances and walls, landscape architecture in central business district, sidewalk connecting Market Square to Texas Heroes Square, lighting in central business district, wayfinding signage and banners, adopt a highway & adopt a city block, empty buildings, code enforcement, raise the quality of living/quality of life, possible tax breaks to fix up old homes/historic buildings, possible workday at Market Square to clean it up then determine what to do before money is spent.

1.1(b) see attached list of ideas organized into groupings

- 1.2 Discuss, Consider and Possible Action Regarding Formation of Collaboration Committee

ACTION 1.2

APPROVED

Staff member Padilla provided background information on the request for two of the board members to represent the Beautification Board in the formation of a collaboration committee. This committee would work closely with other boards having an interest in signage design and branding. Committee members will visit neighboring

towns and collaborate efforts to make recommendations for consistency in design and branding of signage. Board Member McKinney and Board Member Sengelmann volunteered.

STAFF/BOARD REPORTS

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

- Jim Price Cleanup, neighborhood cleanup campaign

2.2 Set date and time for next meeting.

Tuesday, June 6th at 5:30pm.

ADJOURN

The meeting adjourned at 6:51 pm.

Approved this 9th day of May 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales