

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – SEPTEMBER 19, 2023**

The regular meeting of the Main Street Advisory Board was held on **September 19, 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	Absent
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Present
DeDe DeStefano	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the August 17, 2023 Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Craven moved to approve August 17, 2023 Regular Meeting Minutes. Board Member Daniel 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 upcoming events including: (a) Main Street Roundtable – Thursday, September 21, 2023, (b) Royal Ball - Saturday, September 23, 2023 (c) Come & Take It Mullet Contest - Saturday, October 7, 2023 (d) Rum Run (c)

Happy Fall Y'all - Saturday, October 28, 2023, (e) Come & Bake It - Friday, November 17, 2023, (f) Sip, Savor Shop Small Business Saturday – Saturday, November 25th and (g) Winterfest Celebration - Saturday, December 2, 2023

ACTION: Item 1.2

APPROVED

(a) Main Street Director Tiffany Padilla informed the board that there was a lot of interest in Main Street hosting another roundtable. She also handed out a proposed agenda and asked that board members reach out to their businesses. (b) Board Member Craven updated the board on the status of the event and Tiffany gave a spreadsheet of tickets sold, staff, volunteers, etc. (c) Board Member Hastings asked the board if the yearlong sponsors be included on the back of the events shirts. Chairperson Caka moved to include yearlong sponsors on the back of the Mullet Competition shirts. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0. (c) Chairperson Caka informed the board that the Distillery agreed to be the check-in for this event. Board members were asked to inform their businesses about this event and get them signed up. (d) Main Street Director Tiffany Padilla informed the board that the GEDC will be having their job fair during this event. The board discussed having a costume contest and fall window decorating contest. Board Member Daniel made a motion to host a Happy Fall Y'all Window Decorating Contest with a \$25 prize. Board member DeStefano seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0. (e) Board Member Brown updated the board that the event was coming along and will be held at the tax office. (f) The board discussed doing a coupon book and a scavenger hunt during this event. (g) Board Member Daniel updated the board on the status of various events. Chairperson Caka suggested bringing back the slingshots from the Juneteenth Celebration.

- 1.3 Discuss, Consider and Possible Action regarding Main Street Ornament.

ACTION: Item 1.3

APPROVED

Main Street Director Tiffany Padilla showed the board a potential design for the ornament. The proposed design features the Lynn building with vintage cars parked in front. The board discussed changing the date to edition. Board Member Craven made a motion to approve the purchase of a Main Street Ornament and board member DeStefano seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.4 Discuss, Consider and Possible Action regarding Gonzales Noon Lion's Club use of Main Street movie screen for their Bingo fundraising event on October 22, 2023.

ACTION: Item 1.4

APPROVED

Chairperson Caka stated that the Gonzales Noon Lion's Club has used Main street's movie screen in the past and it hasn't been a problem. Board Member Peeler moved to approve Gonzales Noon Lion's Club using Main Street's movie screen for their Bingo fundraising event on October 22, 2023. 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 board training and planning session.

ACTION 1.5

APPROVED

Main Street Director Tiffany Padilla informed the board that all board members are required to be trained every year. Main Street asking the board to redefine the focus to include a balanced four-point approach. This training will guide the board in how to achieve this new focus. Board Member Hasting moved to approve a board training and planning session on November 5 from 2pm-6pm. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.6 Discuss, Consider and Possible Action regarding *Yiftee* community card program.

ACTION 1.6

APPROVED

Main Street Director Tiffany Padilla stated that although this was put on the agenda, the board previously discussed talking with Main Street merchants first to see their interest. Board Member DeStafano moved to approve the Yiftee community card program if the merchants agree to it after the upcoming roundtable discussion. Board Member Moss seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.7 Discuss, Consider and Possible Action regarding Fall Market days 2024.

ACTION 1.6

APPROVED

The board discussed having a fall market day and a movie in the park. Board Member DeStefano moved to approve a Fall Market days in 2024. Board Member Hastings 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 August 31, 2023 were reviewed.

Statement of Activity for January through December

Chairperson Caka informed the board that finances are looking great but need sponsors for Winterfest.

2.2 Committee Reports

(A) Business of the Month Committee – Board Member Brown stated that the next business of the months are Toni’s Restaurant, Hearty Gourmet, Ebarr and Laurel Ridge.

(B) Merchant Relations Program Report – Board Member Craven informed the board of a potential business closing. Main Street Director Tiffany Padilla informed the board that the wine bar will be opening next month. Chairperson Caka reiterated board members asking their businesses to participate in the Rum Run.

(C) Texas Treasures Update – Board Member Craven informed the board that we are still waiting on Halmachiek’s certificate, and she will be meeting with Barbara for an interview.

(D) Veteran’s Banners – Main Street Director Tiffany Padilla stated that most are interested in rehangng their banners and about 5 more new banners will be added.

2.3 Main Street Director Report

Main Street Director Tiffany Padilla stated downtown buildings have to have a grounding stake in their roof to run lights across the roads. This cost would be absorbed by the building owner. However, lights can be run pole to pole. GEVC will be inspecting and fixing roof Christmas lights. She is continuing to work on grants to fund speakers downtown. The handrail project is being put on hold due to a business family emergency. Elections for board officers will be held during the next meeting. Tiffany handed out papers to each board member with all titles listed. Board members were able to cross their name off positions they don’t feel they could serve as. The Main Street Director office will now be held in a new building recently secured by GEDC. She also briefed the board about upcoming training events she will be attending.

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

- Board Member Caka suggested discussing events for next year.

2.5 Set date and time for next meeting.

Thursday, October 19 at 5:30pm.

ADJOURN

A motion by Board Member Peeler and a second by Board Member Moss, the meeting adjourned at 6:50 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 19th day of September 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales