

CITY OF GONZALES, TEXAS
BEAUTIFICATION ADVISORY BOARD MEETING
MINUTES – September 27, 2023

The regular meeting of the Beautification Advisory Board was held on **September 27, 2023**, at 8:06 a.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
Connie Dolezal	Board Member	Present
Deane Parsley-Novosad	Board Member	Present
Dee Sengelmann	Board Member	Present
Jessica McKinney	Board Member	Present
Pat Anders-Ryan	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

None

PUBLIC COMMENTS

None

ACTION ITEMS

1.1 Discuss, Consider and Possible Action approving the August 3, 2023, Regular Meeting Minutes.

Action: Item 1.1 **Approved**
Board Member McKinney moved to approve the August 3, 2023, Regular Meeting Minutes. Board Member Sengelmann seconded the motion. Staff Liaison Padilla called for a roll call vote. For: Unanimous. The motion passed 4 to 0.

Board Report Item 2.1 was offered from subcommittee on progress of community driven cleanup campaign. Board member Sengelmann suggested we need to have an ongoing FB presence. Create a FB campaign staff is asking about getting a focus per week, call for volunteers, or other ideas. On lead up to CTI perhaps post things like “get your neighborhoods tidied up: mowing, edging, etc. Friends of the Butterfly Garden option. Board member Dolezal will ask the Beta, Sigma, Phi group to take on the maintenance and upkeep of the beds at the butterfly garden to spend 30 min to 1 hr once a month on the garden. We could advertise for additional volunteers to assist with beautification efforts through social media. January we should create an event for the Jim Price Cleanup. Create quarterly reminders that it is coming or even monthly “take stock of your neighborhood” or check on your neighbor or check on your neighbor. Staff liaison will work on creating posts and scheduling time on social media. Please LIKE and SHARE. It will be under the City of Gonzales website.

Block captain stuff. It will be much easier to reach people we don’t know if we can put it on Facebook. Neighborhoods need to have someone who will take charge/leadership. Maybe at the

City Council meeting ask the council people to activate or have a presence in their own district to assist with a clean up campaign in their districts. October 12 will be the next council meeting. We will request to give a report. Can we get back on the Adopt a Highway program?

FB Posts - First week of November advertise a Fall Sweep. If we decide on an event we will have two weeks of focused social media campaign on that event. The week of thanksgiving we could do a post about “We are thankful for...” And list volunteers or contributors. Highlight people who have done things, and city employees. Nove 27 – Dec 1 Christmas yard decoration and Winterfest.

Print the letters to take around to the different organizations. We need a call to action included at the end of the letter. We could ask groups for 1-2 hrs of community service per month. Could we use some of the court mandated community service individuals? Board member McKinney will add a more definitive call to action on the letter and send it to Staff liaison Padilla for printing. Propose 50 letters to be printed. Be sure that there is a place for them to respond.

Board Member Senglemann reported that she spoke with the Spade and Trowel Club and they are going to host a “yard of the month”. They need to get some signs made and are going to do the Christmas decorations sign. Spade and Trowel will own this project. They will establish their own criteria and go with that. Have a letter and a photo op for the winners. Will resurrect FB page from Spade and Trowel and do teasers.

We need to clean up the square after Winterfest. Maybe even offer incentives for businesses to stay open on Sunday after Winterfest so people will stay and go to the historic homes tours. Could our group clean up the square or call for volunteers for the after party clean up. We could announce at the front for people to clean up after themselves.

We need to think about what we want to present at the Beautification Report at Lion’s on October 23.

- 1.2 Discuss, Consider and Possible Action regarding planning community driven cleanup campaign.
Action: Item 1.2 **Approved**
Board Member McKinney moved to approve launching the social media campaign, and that we take action and execute on the project items discussed during the reports including, letters, attendance at the Council meeting and presentation at the Lion’s Club. Second by Board Member Dolezal. Motion passed unanimously 5 to 0.

- 1.3 Discuss, Consider and Possible Action regarding Keep Texas Beautiful membership and participation
Action: Item 1.3 **Approved**
Staff liaison Padilla reported on webinar she attended from KTB (Keep Texas Beautiful). It is her recommendation to join the campaign. City Manager said that the City would find a way to pay for the membership. Discussion from board included the need for more trash receptacles and the need to update/paint the existing ones. We can create our media campaign with a “Keep Gonzales Beautiful” so that the community can see that we are actively working on this. The webinar is available for everyone to view. Board Members are encouraged to watch the webinar at <https://vimeo.com/833483215?share=copy>. We could create education about sidewalk clean up, or throwing clippings into road where weeds start to sprout up. Matty Davidson, a local business owner and landscape designer by trade agreed to assist with the landscape design on St Louis Street free of charge. Board Member McKinney made the motion to become an affiliate city with Keep Texas Beautiful and the campaigns as outlined in the program. Board Member Senglemann seconded the motion. Motion passed unanimously 5 to 0.

- 1.4 Discuss, Consider and Possible Action regarding hosting a community fundraising campaign to purchase American flags on poles to line the incoming avenues for July 4th.

Action: Item 1.4

Tabled

Board Member McKinney made a motion to discuss. Board Member Novosad seconded the motion. The Knights of Columbus puts up flags in the residential areas as a fund raiser. We are considering the avenues coming into the city, St. Louis and St. Joseph. Could we put flags all around the square? As we prepare for 2025, from a fund raising perspective we need to find out how much one would cost and ask people to sponsor. Figure out how many we need. Board Member Dolezal will ask one of the KC's how much they cost for a flag on a pole or where they get them. We would have a fundraising campaign to purchase the flags then the city would store them and put them out on the 4th of July. We could even get volunteers to put out the flags rather than have the city do it. Consider a volunteer project for scouts, or sports teams, or ROTC to put out flags after we purchase the flags. We could ask if the KC would like to take this on. Keep it as a fundraiser and utilize funds as a replace ones that get worn out. Board Member McKinney made the motion to table this item until we have more information. Board Member Ryan seconded the motion. Motion passed unanimously 5 to 0.

STAFF/BOARD REPORTS

Staff reported that she met with City Manager and he is onboard with wildflower seeding we just need to purchase wildflower seeds. Board Member McKinney reported that cost is approx.. \$1740 for an acre of wildflower seeds from Wild seed Farms in Fredericksburg. Check where does TXDOT get their seeds.

Staff met with the signage branding and design style subcommittee they provided input and the information was then passed onto the GEDC board. They have an RFP already in the works to bring in a professional company to rebrand the EDC. They feel that they can expand the proposal to include recommendations on the style consistency for Citywide signage.

- 2.2 Requests by board members for items on a future Beautification Board Meeting agenda
- Planning for July 4th and line incoming avenues with American flags.
 - Jim Price be a standing agenda item
 - Keep Gonzales Beautiful
- 2.2 Set date and time for next meeting.
- Tuesday, October 17th at 8:00am

ADJOURN

A motion by Board Member Novosad and a second by Board Member Ryan, the meeting adjourned at 9:03am. Staff liaison called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

The meeting adjourned at 9:03 am.

Approved this 27th day of September 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales