

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – AUGUST 18, 2022**

The regular meeting of the Main Street Advisory Board was held on **AUGUST 18, 2022** at 5:00 p.m. at the at the Gonzales Municipal Building, 820 St. 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, INVOCATION AND PLEDGE

Chairperson Caka called the meeting to order at 5:30 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Present
Naomi Wells	Board Member	Present
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Present
Christine Presley	Board Member	Present
Destiny Pierpont	Board Member	Absent
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla-Main Street Director

GUESTS

Gonzales Inquirer Staff Writer Vandy Van Epps
Community Member James Lawrence

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the July 28, 2022, Meeting Minutes

ACTION: Item 1.1

APPROVED

Chairperson Presley moved to approve the minutes of the July 28, 2022 meeting as presented. Board Member Daniel seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

- 1.2 Discuss, Consider and Possible Action regarding reimbursement of expenses and expenditure of funds from the Main Street, Inc. 501(c)3 account

ACTION: Item 1.2

APPROVED

Quickbooks expenses for three months paid by Chairperson Caka totaling \$79.95. In the future they will be charged directly to the Main Street Account. Board Member Daniel made a motion to approve. Board Member Wells seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

- 1.3 Discuss, Consider and Possible Action regarding Downtown Beautification
Subcommittee requests that a letter be taken to each downtown business thanking them for their focus on cleaning up sidewalks and their continued focus on downtown beautification. Along with the letter Main Street will give them a Main Street lunch box.

ACTION: Item 1.3a

APPROVED

Board Member Presley made a motion to approve. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

ACTION: Item 1.3b

APPROVED

Independence Square Restoration Proposal was reviewed. It was determined that we need a second bid to move forward with replanting the square and will need parks to check that the irrigation system & sprinkling system is in proper working order before proceeding. Request to add four (4) benches to Texas Hero Square (previously approved by City Council 11/16/2020).

Board Member Daniel made a motion to approve requesting funds from GEDC for benches in Texas Hero Square and submitting the bid to the butterfly garden to City Council for consideration. Board Member Presley seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

- 1.4 Discuss, Consider and Possible Action regarding the promotion of Downtown Businesses and Business of the Month program.

ACTION: Item 1.4

APPROVED

Board member Presley made a motion to approve the creation of a business questionnaire, quarterly newsletter, and new business information poster. Board member Daniel seconded the motion.

Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

- 1.5 Discuss, Consider and Possible Action regarding working with the Chamber of Commerce and other downtown entities to create a map to give to customers.

ACTION: Item 1.5

APPROVED

Board member Daniels made a motion to approve the creation of a map of downtown businesses. Board member Presley seconded the motion.

Discussion: Will this be just our Main Street Businesses or will we be working with the Chamber of Commerce to broaden the scope? Our goal is to drive businesses downtown. Chairperson Caka states that “When you start adding multiple things to a map it gets cluttered and hard to read.”

We should consider working with someone creating a digital map and creating a QR code.

We will reprint two times per year. Possibly get businesses to contribute. We will include a list on the back to show categories like on Kacey Rhodes map. We will only be including businesses in our Main Street area on this map. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 8 to 0.

- 1.6 Discuss, Consider and Possible Action regarding successes and improvement opportunities for Back-to-School Bash.

NO ACTION NEEDED – Discussion Only

Chairperson Hastings gave a report. Will be collecting an additional \$2000 on this event. Our efforts directly helped 67 children get new shoes, clothes, and school supplies. We helped Norma’s house and CPS. Additionally, 20 free haircuts were donated by two salons. Main Street donated the rest of the school supplies to GISD. In the future we could use more help stuffing backpacks and distributing supplies.

- 1.7 Discuss, Consider and Possible Action regarding Rum Run 2022 Event

NO ACTION NEEDED – Discussion Only

Chairperson Caka gave a report. So far, we have 20 sponsors that have paid for a spot on the T-Shirt at \$25 apiece. We currently have 10 local merchants that have committed to give out drinks. 13 people have registered for the event. Need volunteers to help check people in on Saturday 9/10

- 1.8 Discuss Consider and Possible Action regarding Happy Fall Y'all/Trunk-R-Treat 2022 Event

NO ACTION NEEDED – Discussion Only

Board Member Tucker discussed Fall decorating contest (October 5 – October 27) Judging on October 28 and Winners announced October 29th. Utilize Texas Hero Square for Photo Spots, Vintage Truck with Fall theme, trying to find haybales, would like to get some for games/maze for kids. Mark Hastings will do a hayride around square. Chairperson Caka has access to a 1932 Ford Maley Pick-up. She will ask if we can use it for our photo op.

We would like to do the Monster Mash to bring people downtown. Put the decorating contest in newsletter. Will need help decorating the downtown. Would like to decorate by September 18th or before Come and Take It.

- 1.9 Discuss Consider and Possible Action regarding TamaleFest 2022 Event

NO ACTION NEEDED – Discussion Only

Chairperson Caka has a meeting with the Chamber Director to discuss hosting the TamaleFest in conjunction with Small Business Saturday on November 26th. Would like to use Texas Hero Square. More details to come. Consider a tree lighting on Small Business Saturday.

- 1.10 Discuss Consider and Possible Action regarding WinterFest 2022 Event

NO ACTION NEEDED – Discussion Only

Chairperson Hastings gave a report on preliminary planning for WinterFest. Dates will be December 2 & 3. Candyland theme. Decorating competition with local businesses. The event will begin the evening of December 2 – Jingle Mingle with businesses, DJ in square around 5, then Zydeco music, then headliner Texas Country Artist coming to perform.

Saturday December 3 we are looking at doing cookie decorating for kids, having a carnival come to town, EMS Blue Santa, Sherriff Department Fundraiser for Silent Santa, breakfast with Santa, Santa's Market Vendors. We will begin hanging lights downtown mid-October. Vendor list will be compiled, and subcommittee will reach out to the vendors. Valorie will design vendor flyers. Current verbal commitments for \$10,000. Director Padilla will request funds from CVB (current \$15,104.00 in account). We need to redo some of the tinsel on the pole decorations. Consider Main Street to have a WinterFest Parade Float.

- 1.11 Discuss Consider and Possible Action regarding Inter-Tribal Pow-Wow 2023 Event

ACTION: Item 1.11

APPROVED

Board Member Tucker gave an update on the planning progress. The subcommittee is proposing new dates in order to have as much participation as possible. The new dates being proposed are April 1 & 2, 2023. Director Padilla will send out costs associated with our responsibilities. Board member Hasting made a motion to move the dates of the POW-WOW to April 1st & April 2nd, 2023. Board member Peeler seconded the motion. Chairperson Caka called for a voice vote. For: Unanimous. The motion passed 8 to 0.

- 1.12 Discuss, Consider and Possible Action regarding Board training and planning session / retreat

NO ACTION NEEDED – Discussion Only

Texas Main Street has a 2 hr online training. In person training will be given by Director Padilla. It needs to be scheduled by September 30th. Director Padilla will send out options for possible dates.

- 1.13 Discuss, Consider and Possible Action regarding mural for alleyway off St. George Street.

Board Member Hastings proposed pursuing a grant to paint murals on both walls of alleyway at 343 St. George Street and combining trash cans to one large dumpster. Clean alleyway, possibly hang lights.

ACTION: Item 1.13**APPROVED**

Board member Hasting made a motion to pursue a grant for murals and cleanup of alleyway.

Board member Tucker seconded the motion.

Discussion: Find the grant and apply for the grant. Work with building owners to get a mural on the building. Hopefully it drives tourists to go and look at it.

Chairperson Caka called for a roll vote. For: Tucker, Peeler, Hastings, Wells. Against: Brown
The motion passed 4 to 1 (Presley and Daniel had to excuse themselves from the meeting early)

STAFF/BOARD REPORTS

2.1 Financial Reports:

- A) Through August 18th Wells Fargo Bank \$1,058.43. Sage account \$13,081.84
Back to school bash we were down \$428.04 but we have a check for \$2000.00 coming in.
Summer concert series we lost \$11,916.73. Cinco de Mayo profit of \$315.01

2.2 Committee Reports

- A) Winterfest Decoration Committee – already spoke during agenda
- B) Marketing Committee – no update
- C) Business of the Month Committee – \$400.00 for the board. Linda will get with George to get us a design.

2.3 Main Street Director Report

- A) Surplus property must be listed on Govdeals and go through City Council by September 8th.
Needs to be cleared out by end of September.
- B) Community Matters map with Chamber – we will not advertise with them this year
- C) Discovery Magazine – Must have ad and information to newspaper in November.
- D) National Night Out – PD would like to use our stage. October 4th. Britney to send Tiffany the letter regarding stage usage (insurance, moving, etc.) recommendation to City Council from last year. Perhaps ask for in trade help with POW-WOW in return for using our stage. Will help with advertising.
- E) Need a check list for food trucks and event food vendors. State Health Department is enforcing health inspections for events. All events will need to have a multi-step process. Vendor Permit, Cert of Health, and Sales Tax ID.
- F) Veteran’s Banners will be changed out to Come and Take It. Get request to change banners to parks department at least 2 weeks prior.
- G) Suggestion to have Board members to each take a group of businesses to visit and represent Main Street (similar to calling tree)
- H) Community member would like to get service hours. If you know any businesses that need decorating

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

- Do we want to participate in Fly-In on October 22, 2022
- Beautification request to redo trash cans and clean sidewalks

2.4 Set date and time for next meeting.

- September 15th, 2022 @ 5:30pm

ADJOURN

A motion by Board Member Peeler and a second by Board Member Brown, the meeting adjourned at 6:29pm

Approved this 18th day of August, 2022

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales