

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – DECEMBER 15, 2022**

The regular meeting of the Main Street Advisory Board was held on **DECEMBER 15, 2022**, 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](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Chairperson Caka called the meeting to order at 5:33 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Britney Caka	Chairperson	Present
Adriane Hastings	Board Member	Absent
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present
Joey Moss	Board Member	Absent
Kayla Craven	Board Member	Present
Jaydin Barfield	Board Member	Absent

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Vandy Van Epps – Gonzales Inquirer Staff Writer

**PUBLIC COMMENTS**

**ACTION ITEMS**

- 1.1 Discuss, Consider and Possible Action approving the November 15, 2022 Regular Meeting Minutes.

**ACTION: Item 1.1**

**APPROVED**

Board Member Craven moved to approve the November 15, 2022 Regular Meeting Minutes. Board Member Peeler 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 addendum to grant request for 415 St James Street for an additional \$9,000 in reimbursement funds.

**ACTION: Item 1.2**

**APPROVED**

A special meeting was called on September 19<sup>th</sup> 2022. During this Special Call Meeting of the Gonzales Main Street Board, a second Small Business Improvement Grant request was approved for renovation work at 415 St James Street for the amount of \$42,3000. Since this meeting, while performing work, it was discovered that there were several sewer lines connected. An additional \$9,000 was requested to help assist with these repairs. Chairperson Caka stated that Main Street has already \$99,000 committed and Main Street's budget started over in October. For the year, Main Street is already over budget by \$6,000. Jeri Patterson explained that they plan to have two separate lessees in the building that will each require a bathroom. During construction, it was discovered that the main sewer line had cracked and collapsed in several places. Patterson stated that the City Inspector Gus required the entire sewer line be replaced. Then, it was discovered by several City of Gonzales officials that several sewer lines were tied in together. The City of Gonzales will allow Patterson to rectify this issue by running his own separate sewer line. Their original budget for the project was \$43,000, however, it is now \$73,000. He would like to recoup some of the additional costs. Board Member Craven asked for clarification from Patterson that several sewer lines were being dumped into one and they were replacing their line. Patterson stated that in addition to replacing their sewer line, he would be repairing the original sewer line. In addition, he will have his own additional line. Board Member Daniel stated that this could be an issue for several other businesses in town. Patterson stated that he thinks this problem is unique to his building because several buildings are tied into one main sewer line. Board Member Craven asked if the lessees are currently leasing or plan to lease. Patterson stated that one business has leased for at least 8 years. Another business is on a 5-year lease. However, they can't deliver the facility until the sewer issue is resolved. Board Member Tucker asked who else was connect to their sewer and if they were helping resolve this issue. Patterson stated they have spoken to each business and that they would be running their own lines. Jennifer Kolbe from GEDC explained how a budget amendment request could be achieved. Chairperson Caka called for a motion. Board Member Daniel moved to approve the addendum to grant request for 415 St James Street for an additional \$9,000 in reimbursement funds. Board Member Craven seconded the motion. Chairperson Caka 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 for Shop Small Business Saturday event.

**ACTION: Item 1.3**

**DISCUSSION ONLY**

Board Member Daniel stated she heard complaints from several businesses. Businesses stated that they shopped during Black Friday and were confused about Shop Small Saturday. She suggested more advertisement and better communication. Chairperson Caka suggested combining Black Friday and Shop Small Saturday events next year. Main Street Director Tiffany Padilla stated that we should focus on supporting Main Street

businesses and maybe just promote Shop Small Saturday. Chairperson Caka suggested promoting Small Business Saturday like the Rum Run event on a Saturday. Board Member Brown suggesting a card system that is done in other towns to promote visiting other businesses. The funds received from the purchase these cards go towards a charitable cause.

- 1.4 Discuss, Consider and Possible Action regarding successes and improvement opportunities for Winterfest event.

**ACTION: Item 1.4**

**DISCUSSION ONLY**

Main Street Director Tiffany Padilla presenting a list of tasks that were accomplished to make the Winterfest event happen. Tiffany stated that she would like board members to chair tasks for future events. This would more evenly delegate responsibilities. Chairperson Caka suggested having Winterfest be a one-day event. She stated that there wasn't a big turn out on Friday and that it isn't helpful to have an event when businesses are closed. Chairperson Caka suggested making Saturday a bigger event and to stick better to budget. Board Member Daniel agreed that Friday night turnouts aren't large. It was discussed that there wasn't an increase in retail sales. This could have been potentially due to vendors at the event. Chairperson Caka suggested that the event held during the day to help get people into Main Street businesses. It was discussed that better planning needs to be done in advanced. Main Street Director Tiffany Padilla stated that the decorations were very well received. Main Street Director Tiffany Padilla suggested changes to the window decorating contest. Board Member Peeler suggested moving the parade sign-in to Gonzales Junior High.

- 1.5 Discuss, Consider and Possible Action regarding upcoming events during the next 5 months.

**ACTION 1.5 (a)**

**APPROVED**

Main Street Banquet - Chairperson Caka stated that this event would be a fundraiser to help the budget's balance. She called for a motion to create a committee for the banquet. Board Member Peeler moved to approve Main Street Banquet Committee. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

**ACTION 1.5 (b)**

**DISCUSSION ONLY**

Love in Action Event February 2023 – No update.

**ACTION 1.5 (c)**

**DISCUSSION ONLY**

Pow-Wow Event April 1&2 2023 – Main Street Director Tiffany Padilla gave board members a list of tasks that need to be completed for this event. Board members were directed to look over the tasks and sign up.

**ACTION 1.5 (d)****DISCUSSION ONLY**

Cinco de Mayo May 5 & 6 2023 – Board members discussed having the date be a one-day event in the late afternoon. Board Member Daniel suggested the board be allowed to vote on decisions made regarding events.

- 1.6 Discuss, Consider and Possible Action regarding supporting a “What Really Matters Marriage Retreat” on February 23-25, 2023.

**ACTION 1.6****DISCUSSION ONLY**

Main Street Director Tiffany Padilla gave the board some background information on the retreat. She stated that the event’s host, Michelle Wyatt, was at Main Street’s Winterfest event. Michelle Wyatt told Tiffany that she would like to host a marriage retreat in Gonzales. Michelle has already booked lodging at several Gonzales businesses. She is asking the Main Street Board if we want to offer Main Street Businesses a discount to the retreat participants. Michelle also stated to Tiffany that there will be a scavenger hunt during the retreat. Therefore, if businesses don’t want to participate in the discount, they can still have retreat participants visit their businesses via the scavenger hunt. Board members were asked to talk to their merchants to see if they want to participate. Chairperson Caka called for a motion for the Main Street Board to support the “What Really Matters Marriage Retreat”. Board Member Brown moved to approved. Board Member Brown 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 hosting a First Shot Pageant in April 2023.

**ACTION 1.7****DISCUSSION ONLY**

The Gonzales Chamber of Commerce has asked Board Member Hastings to chair the First Shot Pageant in April 2023. Main Street will no longer be hosting this event. Board Member Hasting requested that the funds raised from the pageant be given to Main Street for a scholarship. Chairperson Caka stated that although the board is allowed to give out scholarships, since Main Street Board is a government entity, it probably isn’t appropriate to do so.

**STAFF/BOARD REPORTS**

- 2.1 Financial Reports:

A) Financials for November were reviewed.

Statement of Activity for January through October

Chairperson Caka explained that some Happy Fall Y’all and Winterfest expenses were paid out into December. Board Member Daniel reported that Winterfest had a loss of about \$3,500. Chairperson Caka stated that Winterfest was over-budget by \$12,000. Board Member Daniel reiterated that the board needs to vote on budgeting during Main Street hosted events. Main Street received a \$6,000 donation to be used at their discretion.

## 2.2 Committee Reports

(A) Veteran's Banner Committee – Peeler confirmed that CFGA wants to remain involved. Board Member Daniel suggested making the banners larger. Board Member Peeler will get cost information on larger banners.

(B) Marketing Committee – nothing to report

(C) Business of the Month Committee – Board Member Brown updated on the status of the sign. Board Members discussed highlighting a business in January 2023.

(D) Merchant Relations Program Report from each Board Member – Board members reported that they continue to speak with their assigned business.

## 2.3 Main Street Director Report

A picture will be taken with Shear Designs to present her a check, an excerpt will be sent to the Gonzales Inquirer. Tiffany requested hosting a catered lunch for Gonzales Parks & Recreation employees that helped with Winterfest decorations. She called for a motion to host this lunch. Board Member Daniel moved to approve Main Street Banquet Committee. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

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

- Chairperson Caka requested a motion to update signers on Main Street's bank account to include the new Gonzales City Manager Tim Crow.
- Board Member Daniel requested to discuss Board Member Barfield's position as a board member. Board Member Barfield has missed 3 consecutive board meetings. Main Street Director Tiffany Padilla will reach out to Board Member Barfield.
- Board Member Daniel suggested a RoundTable Discussion with Main Street businesses in January. Board Member Craven stated that she heard from one of the businesses she is assigned to, that they would like to meet with other businesses. Board Member Daniel suggested calling a special meeting. Board Member Craven suggested communicating this event in Main Street's January packet. Tiffany Padilla will speak with GEDC.
- Main Street Director Tiffany Padilla was approached about having a "Come and Write It" event. She is requesting to put this on next month's agenda.

## 2.4 Set date and time for next meeting.

Thursday, January 19<sup>th</sup> at 5.30pm.

## **ADJOURN**

A motion by Board Member Daniel and a second by Board Member Brown, the meeting adjourned at 6:41pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 15<sup>th</sup> day of December 2022

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales