

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – JULY 28, 2022**

The regular meeting of the Main Street Advisory Board was held on **July 28, 2022** at 5:30 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](http://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.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Britney Caka	Chairperson	Present
Naomi Wells	Board Member	Present
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Absent
Christine Presley	Board Member	Present – Via Phone
Destiny Pierpont	Board Member	Absent
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla-Main Street Director

**GUESTS**

Councilwoman Ronda Miller  
City Manager Tim Patek  
Gonzales Inquirer Staff Writer Vandy Van Epps  
Business Owner Connie Dolezal

**PUBLIC COMMENTS**

- Ronda Miller – discussed cleanup of the Main Street sidewalk. Cited current Municipal Code that sidewalks cannot be used for storage. Rotating merchandise is good business practice. Encourage businesses to bring in merchandise in each night. Citizens have asked that City Council do something about the merchandise on the sidewalk. Clarified that the desire is to make a positive difference and feels that this will help businesses, not hurt them.

**ACTION ITEMS**

- 1.1 Discuss, Consider and Possible Action approving the June 16, 2022, Meeting Minutes

**ACTION: Item 1.1**

**APPROVED**

Chairperson Daniels moved to approve the minutes of the June 16, 2022 meeting presented stated. Board Member Hastings 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 approving a Business Incentive Grant submitted by Connie Dolezal for 805 N. St Joseph Street in the amount of \$24,040.

**ACTION: Item 1.2**

**APPROVED**

Ms. Dolezal spoke regarding her request for the Business Incentive Grant. Clarified items that the grant would help her pay for.

Board Member Hastings made a motion to approve. Board Member Daniels 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 Downtown Beautification

**ACTION: Item 1.3**

**APPROVED**

Chairperson Caka provided historical summary of previous year's Main Street Beautification efforts. Director Padilla reported that the proposal to reconstruct and revitalize the Butterfly Garden was submitted to City Council where a vote was postponed in favor of doing additional due diligence by connecting with other organizations in the city who may be able to provide additional ideas. She clarified that the GEDC has a line item on their funds to assist with Main Street Beautification. She additionally suggested that a subcommittee be appointed to assist with determining the focus for Main Street Beautification. Board Member Hastings made a motion to create a Main Street Beautification subcommittee. Board Member Brown seconded the motion. *Discussion:* Councilwoman Miller provided information that the local Garden Club has \$1800.00 in Grant money that must be used for a butterfly garden. Additional discussion included ideas for a dog park or adding statues and art in the area where the butterfly garden is. A subcommittee was created with Chairperson Presley, Chairperson Hastings, and Chairperson Wells. Chairperson Daniels will assist with a "Thank You" letter to be taken around to businesses that have made an effort to clean up the sidewalks in front of their shops.

Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 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**

Chairperson Brown is head of the Business of the Month committee. In an effort to create more exposure we would like to send out a questionnaire to each business. Board Member Daniels made a motion to send out a letter and questionnaire to each business. Member Wells seconded the motion.

*Discussion:* We would like the local businesses to know that they have our support and that they are included in our efforts to promote and revitalize downtown. To provide open communication and highlight businesses and be recognized by Main Street. Chairperson Brown will visit the manufacturer of the sign that the Chamber of Commerce has in order to get pricing. There is a map that Kayce Rhodes has would be good to pass out to stores to give to customers. There may be an opportunity to combine efforts to create a unified map with the Chamber of Commerce. We need to find a way to offset the cost of printing these. This will be put on a future agenda to discuss.

Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.5 Discuss, Consider and Possible Action regarding the upcoming events including appointing board members to head each event committee.

**ACTION: Item 1.5**

**- discussion only**

<u>Event</u>	<u>Proposed Date</u>	<u>Committee Lead</u>	<u>Committee Assist</u>
A) Back-to-School Bash	August 6, 2022	A. Hastings	V. Daniels
B) Rum Run	September 10, 2022	B. Caka	
C) Happy Fall Y'all Trunk-R-Treat	October 29, 2022	M. Tucker	L. Brown T. Padilla
D) TamaleFest	November 26, 2022	B. Caka	
E) WinterFest	December 3, 2022	A. Hastings	V. Daniels
F) Main Street Mixer	January __, 2023		
G) Main Street Banquet	February __, 2023	A. Hastings	
H) Inter-tribal Pow-Wow	March 11-12, 2023	C. Presley	M. Tucker
I) Main Street Mixer	April __, 2023	L. Brown	
J) Cinco de Mayo Veteran Memorial Ceremony	May 5 - 6, 2023 May 29, 2023	A. Hastings T. Padilla	
K) Juneteenth	June 17, 2023	B. Caka	A. Hastings
L) Star-Spangled Spectacular	July 4, 2023	B. Caka	A. Hastings

Historically the decorations for fall have been put up right after Come & Take It. If City guys can put up the cut outs on the on businesses downtown before CTI that would be great.

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

**ACTION: Item 1.1**

**APPROVED**

Chairperson Hastings moved to approve having a Board Training before October 1, 2022. Board Member Daniels seconded the motion.

*Discussion:* We will try to get a representative from the State Texas Main Street Program to come down and give us the training. We will schedule it on a Saturday. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

**STAFF/BOARD REPORTS**

2.1 Financial Reports:

- A) Through June Wells Fargo Bank \$10,6843. We closed South Star Bank account and moved the funds to Sage Capital. Sage account through June \$11,536.79  
To date through July 28 – adjusted balance between all accounts = \$17,548.26  
Additional funds still coming in for Back-to-school Bash

2.2 Committee Reports

- A) Winterfest Decoration Committee – Chairperson Daniels went to warehouse with Ms. Dolezal and Ms. Friedrich to look at the décor. It needs to be dusted.  
B) Marketing Committee – New businesses coming in. Would like to really make them feel welcome.  
C) Business of the Month Committee – Will look at the A-Frame sign and check cost on Christmas décor/cut outs.

2.3 Main Street Director Report

- A) City Council Meeting Report – postponed butterfly garden, approved Back-to-school bash

- B) Planning & Zoning Meeting Report – approved change in zoning for Fire City Grill and Irons properties on St. George Street.
  - C) GEDC Meeting Report – nothing report
  - D) CVB Meeting Report – Welcome to Gonzales signs for events coming to town.
  - E) Museum Meeting Report – Will collaborate with Main Street and Historic area to create additional exposure.
- 2.3 Requests by board members for items on a future Main Street agenda  
Mural in ally-way off St. George Street  
QR Code along with maps
- 2.4 Set date and time for next meeting.  
August 18<sup>th</sup>, 2022 @ 5:00pm

**ADJOURN**

On a motion by Board Member Well and a second by Board Member Daniels, the meeting adjourned at 6:41pm

Approved this 28<sup>th</sup> day of July, 2022

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales