

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – JUNE 16, 2022**

The regular meeting of the Main Street Advisory Board was held on **June 16, 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.

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

STAFF PARTICIPATING:

Tiffany Padilla-Main Street Director

GUESTS

Gonzales Inquirer Staff Writer Vandy Van Epps

PUBLIC COMMENTS

- None

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the May 24, 2022, Special Called Meeting Minutes

ACTION: Item 1.1

APPROVED with corrections

Chairperson Caka made 2 corrections on meeting minutes of the May 24, 2022 Special called meeting:

- 1) The call time of the meeting was 12:00pm.
- 2) Chairperson Caka called the meeting to order at 12:02pm.

Staff Member Padilla also corrected the Chairperson Naomi (Gamboa) Wells name.

Chairperson Brown moved to approve the minutes of the May 24, 2022 Special Called meeting with corrections as stated. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

- 1.2 Discuss, Consider and Possible Action regarding bids for new stage banners

ACTION: Item 1.2

APPROVED

Chairperson Caka offered historical information regarding the existing banners. Jesse Campion works for CH Graphics and is the contact person for the bid. She was on vacation. When she returns, she will reach out to Director Padilla to get stage measurements. Two bids will be required. Once we have the measurements, we will also reach out to Personal Impressions for an additional bid. Board Member Daniels moved to obtain 2 bids for the printing of new banners. Board Member Presley seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

- 1.3 Discuss, Consider and Possible Action regarding successes and improvement opportunities of past 2022 events: Cinco de Mayo, June 4th Concert, & June 11th Concert.

ACTION: No action taken - discussion only

Director Hutchinson-Padilla offered a brief highlights of May 7th event, June 4th event, and June 11th event. The May 7th event was heavily attended by the community and vendors. The subsequent dates of June 4th and June 11th were not well attended. The heat could have been a major factor. A brief discussion involved: starting the event later, hosting only one band, trimming down the length of the event, offering tents/shade with water/misting. This will be the 14th year of the concert series. It has possibly run its course. Chairperson Caka suggested we may want to look for new and innovative ways to create community involvement and bring people back downtown. Possibly look at having a 1 time per month event. With regards to merchandise, consider doing “event” shirts.

- 1.4 Discuss, Consider and Possible Action regarding Levitt AMP Gonzales Music Series Grant Application.

ACTION: Item 1.4

DECLINED

Director Hutchinson-Padilla summarized the Grant offering and the requirements. Board Member Presley made a motion to not pursue the Levitt AMP Music Series Grant at this time. Board Member Hastings seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0 to decline applying for the grant.

- 1.5 Discuss, Consider and Possible Action regarding altering the schedule of Main Street community events for 2023 and the future of June Concert Series.

ACTION: Item 1.5

APPROVED

Board Member Presley made a motion to alter the 2023 community events for Main Street. Board Member Daniels seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

- 1.6 Discuss, Consider and Possible Action regarding the upcoming events:
 - A) Summer Concert Series event
 - B) Back to School Bash
 - C) September Rum Run
 - D) Happy Fall Y’all/Trunk-r-treat
 - E) Tamale Fest
 - F) Winterfest event
 - G) Apache Pow-Wow
 - H) Mainstreet Mixers

Chairperson Caka opened the discussion suggesting that Main Street Host a downtown, community event 1 x per month. Board Member Presley offered that they can be small events, they can be something other than concerts, they should be diversified. Thus, being able to catch different groups of people. Board Member Hastings suggested that there be at least 2 Board Members who lead/sponsor each event.

- A) **Summer Concert Series event** - No longer host a “June Concert Series”, but still host: May – Cinco de Mayo, June – Juneteenth, July – Independence Day and simply call them “Main Street Events” instead of June/Summer Concert Series. Chairperson Caka suggested that we consider partnering with the local church hosting the “Jamacia” to have that event on the square. We don’t want to *compete* with other community groups, rather we want to *partner* with them.
- B) **Back To School Bash** – Board Member Hastings will head up this event to be held in August
- C) **The Rum Run** – Chairperson Caka with head up this event. It is currently in the planning stages to take place in September. Chairperson Caka has already talked to the local distillery, and they are excited to work with us. They may even have the back patio open by September. T-Shirt designs are in progress. It would be a 1K-2K. Likely start St Paul Street at the San Antonio Distillery, go around the corner on St. Andrew Street, down St. Joseph Street – tasting at local businesses, businesses stay open later, vendors on the square, etc.
- D) **Happy Fall Y’all/Trunk-r-treat** – this event has already approved by Council. Main Street will be partnering with the local Ministerial Alliance. Perhaps our role would be minimal. Something like setting up a photo booth for the kids and take pictures while they do their trunk-or-treat.
- E) **Tamale Fest** – Chairperson Caka suggested the Saturday after Thanksgiving. Tamale cooking contest. Bring in vendors, have people set up to sell stuff. Possibly have music. Do it during the day as to not overlap Hallettsville’s lighting for Christmas. Possibly have Sage Capital Bank host a 5K “Tamale Trot”. It would coincide with Small Business Saturday.
- F) **Winterfest Event** – Board Member Hastings suggested a coat drive at Winterfest.
- G) **Apache Pow-Wow**
- H) **Mainstreet Mixers** – Chairperson Caka suggested that we host a Downtown Mixer in October and January. This would be a great opportunity to spotlight individual Downtown Businesses. A Main Street Board Banquet was also discussed. Hosting a “dinner and dancing” banquet. Sell tickets and recognize businesses.

Board Member Brown made the suggestion that Main Street should recognize a different business per month. Board member Hastings nominated Board Member Brown to head the Business of the Month Program for Main Street Businesses. Board Member Wells seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0. Board Member Daniels offered to help with this program.

Chairperson Caka appointed a marketing committee consisting of Board Member Hastings and Board Member Wells to work with our downtown businesses and set up some guidelines to help us better promote our Main Street Businesses. Provide the board with recommendations on marketing.

Clarification requested from Board Member Daniels on dates of upcoming events:

- Independence Day Event - July 4th
- September Rum Run - September 10th
- Happy Fall Y’all/Trunk-r-treat - October 29th
- Tamale Fest - November 26th
- Winterfest Event - December 3rd

Back to School Bash – Board Member Hastings is currently planning the Back-to-School Bash. She is seeking sponsorships for: snow-cone machine, Jenny-Jump, the train, Characters, Petting Zoo, small-school bus... everyone that donates school supplies, they get a ticket for a drawing for a gift-basket thanking them from Main Street.

Discussion was had regarding the date and time of day to host the event. Should we do it on sales tax free weekend? Or should we do it on the weekend before? Would likely be August 13th. Chairperson Caka asked that the subcommittee make the final decision for the date and time of event.

Director Hutchinson-Padilla advised event organizers that any event being held in the public square or requesting to close roads need to be approved by City Council as far in advance as possible for the event.

ACTION: Item 1.6

APPROVED

Board Member Presley made a motion for Main Street to host a community event once per month, 12 events per year, focusing on list “A through H” on the agenda. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

STAFF/BOARD REPORTS

- 2.1 Financial Reports:
 - Board Member Hastings reviewed the financials through June 13, 2022
 - Everything through June 13 has been balanced and reconciled and will be filed for audit
- 2.2 Main Street Director Report
 - City Council Meeting
 - 1. Approval of Oct. 29th Trunk-r-Treat event and Mar. 10, 2023 POW-WOW event
 - 2. Reimbursement of funds for penalty of taxes \$2628.70
 - 3. Removal/Addition of Board members – Board Member Bobbie Massey was removed from the board and Michelle Tucker was added to our board
- 2.3 Requests by board members for items on a future Main Street agenda
 - Request by Board Member Hastings to update website and set budget for professional pictures
 - Request by Board Member Hasting to appointed board members for each upcoming event
- 2.4 Set date and time for next meeting.
 - Third Thursday will not work to have a quorum for July
 - July 28th will be set for the next meeting.

ADJOURN

On a motion by Board Member Well and a second by Board Member Daniels, the meeting adjourned at 6:21pm

Approved this 16th day of June, 2022

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales