



**Item 1.2(c)**

**APPROVED**

Board Member Moss nominated Board Member Craven to be Secretary. Board Member Peeler seconded the nomination. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

**Item 1.2(d)**

**APPROVED**

Board Member Hastings nominated Board Member Daniel to be Treasurer. Board Member Peeler seconded the nomination. 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 for Happy Fall Y'all Event.

**NO ACTION NEEDED – Discussion Only**

*Discussion:* The line from Texas Hero Square to the Trunk-or-Treat in Independence Square was a major topic of discussion. Suggestions included opening the line from more than one direction. Additional suggestions were that we could possibly grow it and have more stops or activities. The line stretched to the Chamber of Commerce. St James street was not closed and it was dangerous for those kids in line. Board Member Moss suggested that we clearly identify where the line starts and where it stretched to. “Begins at \_\_\_ and \_\_\_\_” needs to come inside the square or block off St James Street. Perhaps break up by age group. Allow others to do trunks on the other square. As far as the “Main Street” part of the event, suggestions include promoting more of the business Monster Mash, that would help fill the time. Signs would also be helpful... like in pots “Monster Mash Starts here” – Hay Ride here – Fall Picture ops – Games – Costume contest here - etc. Step 1, Step 2. Maybe a *Monster Mash Map*. It would help to have Main Street be more involved in alleviating the line by offering other options for the community to visit. Our best action is to support what the Ministerial Alliance is doing by creating opportunities for visitors to break up the line. Maybe get a sponsor to offer hot dogs next time.

- 1.4 Discuss, Consider and Possible Action regarding Grant request for 810 St Paul Street

**ACTION: Item 1.4**

**APPROVED**

Palomera Guillermo has purchased the building at 810 St Paul Street. He is requesting a Main Street/EDC Business Incentive Grant to pave parking lot, repair/upgrade plumbing to include ADA compliant facilities, fire suppression system, kitchen hood fire suppression system. All of his requirements have been met to qualify for the reimbursement grant. His request is \$49,042.51 of which the 90% reimbursement would be \$44,138.26. His business will be a bar and grill. Board Member Hastings made a motion to approve the grant. Board Member Peeler seconded the motion. Additional discussion included how much money do we have left to grant on this program. As we just started a new fiscal year, we have \$156,000 available to give. The owner of the property feels that once he can get started on this project it will take him about 3 months to complete. The agreement with Main Street allows him 1 year to get the project completed and submit the receipts for the reimbursement. His application stated that he plans to employ 10 people. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

- 1.5 Discuss, Consider and Possible Action regarding upcoming Events

- (b) Shop Small Business Saturday
- (c) WinterFest Event December 2 & 3, 2022
- (d) Possible Main Street Banquet
- (e) Love in Action Event February 2023
- (f) Pow-Wow Event April 2023

**Item 1.5(b)**

**Discussion only**

Shop Small Business Saturday – Staff received swag from American Express that we can pass out to our businesses. Some of the businesses have inquired if this is a Main Street thing, or if it is a Chamber thing. The Chamber only selected a few businesses that they will take pictures of and highlight and give swag to. Board Member Hastings suggested doing what we did for the Rum Run with the coupons. At a neighboring town they do it by selling wristbands for \$8. Then you get a

card to get stamped in the shops. Can we pull off doing punch cards again? Maybe with 5 punches? Is there an opportunity to use the wine glasses in the warehouse for Shop Small? Chairperson Caka suggested that the reason we don't do a whole lot for that day is that often times the business are already overwhelmed that day. Could we get a DJ and put him at the square for that Saturday? Possibly get the Methodist Church to play music. Chairperson Caka suggested that we go ahead and do the punch cards again and do a raffle or something to incentivize our downtown shopping/shop local. Give the punch cards to the merchants. They will be entered into a raffle. Main Street will sponsor the raffle. Drop them at Linda's place.

**Item 1.5(c)**

**Discussion only**

Winterfest Event discussion. Board Member Daniels asked for additional sponsors. Staff person Padilla reviewed the sponsors we currently have and those that just came in. Board Member Hastings stated that Caraway just mailed their check today. Additionally, she just spoke with Cindy Martinez from Gladiator and she said that since Cloy is in the middle of purchasing another large business, can we send her the invoice and she will cut the check. We are approximately at \$18,000 in sponsorships when we get in all the committed funds. In vendors we currently have 25 merchandise vendors and 4 food vendors. Board Member Hastings also stated that Fehner and Sons was going to sponsor, but Betty didn't know what level they were going to pick. Additionally, Robert Bland said he would sponsor. Tomorrow she will hit oilfield for money. Chairperson Caka asked what the committee needs help with. Board Member Daniel asked the board to help find boxes for the toy drive and deliver them to the businesses. Board Member Daniel will come up with a sign to go on the box that says "Gonzales Main Street Toy drive". Toys will be distributed to children at Norma's house/CPS. Will take new and gently used toys. Also, a coat at Winterfest. We will have a separate tent at Winterfest with racks with hangers for the coats (gently used). If the stores will participate, then donations of coats and toys will go in same box. Board Member Daniel stated that we need volunteers to assist with putting the decorations up downtown. Board Member Daniel and Board Member Hastings will be available to assist all next week. Community service hours are available to assist with the decorating if anyone knows of people who need hours. Courthouse Square is part of the downtown area. At one point the trees were wrapped with lights on the Courthouse Square by Main Street, but the lights were never removed. All the lights were then removed by the Courthouse people and stored. They still have those lights and extension cords. Kathy Winegard at the Courthouse is willing to put those lights back up on the Courthouse Square. She would like to add additional lights. If she needs more lights, Main Street can help.

**Item 1.5(c)**

**Discussion only**

Possible Main Street Banquet. Chairperson Caka will chair the committee for the Main Street Banquet to possibly be held in February. Board Member Peeler will co-chair. Board Member Daniel and Board Member Hastings offered to be "worker-bees".

**Item 1.5(d)**

**Discussion only**

Love in Action Event – no update

**Item 1.5(e)**

**Discussion only**

Pow Wow Event – no update

**STAFF/BOARD REPORTS**

2.1 Financial Reports:

A) Financials for October were reviewed

Statement of Activity for January through October.

At this point we have spent about \$7,600 more than we have taken in this year.

We are doing pretty good year-wise on the budget. We are over and under in several categories.

We are way over in new events, because we didn't know what we were going to do. But so far, we have raised enough money for them. So that works out. If you use Amazon for your shopping, please use "smile.amazon.com" and select Gonzales Main Street as the non-profit to donate to.

## 2.2 Committee Reports

- A) Veteran's Banner Committee – nothing new to report. Board Member Peeler did reach out to the foundation and got the contact information for the people who stepped up and took Mr. Ryan's and Mr. McGinty's place. They are helping to get more information.
- B) Pow-Wow Committee – nothing to report
- C) Marketing Committee – nothing to report
- D) Business of the Month Committee – Waiting on invoice for the Business of the Month sign. Please get the questionnaires back from your businesses. Posters and Window Decorating Contest for Winterfest will be printed. Please take them around to your represented businesses.
- E) Merchant Relations Program Report from each Board Member  
Please reach out to your businesses. No other feedback

## 2.3 Main Street Director Report

Would like to start a "Main Street Group" where we can network with other Main Street towns and see what they are doing. Possibly looking at items like decorating, beautification, how they are getting it paid for, etc.

The main take away was that the funds were coming from Texas Historical Commission and Texas Downtown Association. Also working with the GEDC for funding.

Social Media is a necessary tool for our success. May try to have the speaker come and train us or possibly do a lunch-and-learn. Please get your businesses to claim their listing on google. That is where most visitors go when they get to an unfamiliar town to see where to get XYZ.

Some businesses don't feel like they are equally represented on Social Media from Main Street. Just tag "@MainStreet" on Social Media. Board Member Hastings shared "if the business is not active on FaceBook [social media] we cannot be active for them".

Suggest having a "social media" forum. Try creating a calendar and don't be reactionary.

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

- Board Member Hastings requested to add the Main Street First Shot Pageant for April 22, 2023
- Chairperson Caka requested to add the Main Street Banquet to the agenda

Board Member Brown asked for clarification on the boundaries of the Main Street District. Why are we excluding promoting businesses that are outside of our district? Board Member Craven added that her business does exist outside of the Main Street district, and she sponsors Main Street events in order to be promoted during those times. Chairperson Caka pointed out that the Main Street boundary lines were created at a state level when Gonzales became a Main Street City. Staff person Padilla shared that there was recently a situation where a business come to the Main Street Director and asked how to become a part of Main Street. The reasoning for their request was that they wanted to partake in our \$52,000 small business incentive grant. The entire premise of Main Street is the "Four Point Approach" that we discussed in our training. It is to "*revitalize downtown /Main Street America*". Now to expand the boundaries, just so that a business can get additional funds from us is hard to put into action. After research and phone calls to the Texas Historical Commission it was confirmed that boundaries for a Main Street City rarely are expanded, but more often are reduced. As with Gonzales, we have close to 190 different businesses/buildings within the current footprint of Main Street. We are one of the largest (area wise) Main Street Programs in the State of Texas. Each of our board members are currently trying to visit and represent between 10 and 20 business each month. At some point we have to stay focused on what our Main Street Vision and Mission is. That is what we are tied to.

How can we pull in the businesses that are outside of Main Street to include them in our functions? Can we partner with the Chamber to expand our reach?

## 2.4 Set date and time for next meeting.

Thursday, December 15<sup>th</sup> at 5:30pm

**ADJOURN**

A motion by Board Member Hastings and a second by Board Member Peeler, the meeting adjourned at 6:38pm

Approved this 15<sup>th</sup> day of November, 2022

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales