

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – OCTOBER 20, 2022**

The regular meeting of the Main Street Advisory Board was held on **OCTOBER 20, 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 5:31 p.m. and a quorum was certified.

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

STAFF PARTICIPATING:

Tiffany Padilla-Main Street Director

GUESTS

Gonzales Inquirer Staff Writer Vandy Van Epps

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the September 15, 2022, Regular Meeting Minutes and the September 19, 2022, Special Called Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Peeler moved to approve the minutes of the September 15, 2022 with the correction that Chairperson Presley lead the meeting. Board Member Hastings seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0. Board Member Peeler moved to approve the minutes of the September 19, 2022 special called meeting with correction that Board Member Peeler was in attendance. Board Member Craven 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 Main Street Small Business Incentive Grants

Item 1.2 (b) NO ACTION NEEDED ACTION – Discussion Only

Initial work for 415 St James (Main Street Grant recipient) has been completed and all of the requirements have been met for the reimbursement. The board recommends that we schedule a time for a promotional photo opportunity with the building owners and the Main Street Board Members. Would like to do it for *each* Grant received.

ACTION: Item 1.2 (c)

APPROVED

There is an increase in the number of non-English speaking business owners that have opened businesses in our Main Street area. We want to encourage them to apply for improvement funds

to renovate and restore their buildings. Should Main Street require that the business owner bring in and pay for a translator, or should that be something that Main Street pays for? We want to be as inclusive as possible, while limiting the financial burden that is placed on Main Street. Board Member Hastings made a motion to have the grant applicant bring in their own translator. Motion was seconded by Board Member Peeler. There was discussion that if the grant applicant brings in their own translator, it may make them feel more comfortable. It can be whomever they choose in order for them to understand the contractual agreement of the grant and the requirements involved. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

- 1.3 Discuss, Consider and Possible Action regarding reassignment of Merchant Relation’s Program

NO ACTION NEEDED – Discussion Only

Discussion: Staff member Hutchinson-Padilla review the program for the new Board Members. We need to fill areas 1, 5, and 9. Board Member Joey Moss agreed to take area #1. Board Member Craven agreed to take area #5, and Board Member Caka will take area #9. Board members agree to keep the businesses in their area informed regarding Main Street.

- 1.4 Discuss, Consider and Possible Action regarding printing of flyers for the Rusted Gingham Barn Sale Main Street coupons.

ACTION: Item 1.4

APPROVED

Suzanne Sexton and Rusted Gingham bring in roughly 2500 visitors to their annual Barn Sale the first weekend in November. In an effort to promote Gonzales Main Street and the Downtown Businesses, staff is requesting Main Street cover the cost to print 300 “Shop Our Historic Downtown” coupon sheet. Fiscal impact will be \$60.00. Board Member Daniel made a motion to approve \$60.00 to print flyers. Board Member Peeler seconded the motion. 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

NO ACTION NEEDED – Discussion Only

- A) Happy Fall Y’all / Trunk-R-Treat – Event is in the Organization & Execution Phase
Volunteers needed. We will be sending out a SignUp Genius for slots. Early voting is taking place that same day, so we cannot close St George or the parking until 3:00.
- B) Shop Small Business Saturday – Event is in the Planning & Organizing Phase
Many businesses are so busy that they don’t want to do more. But as Main Street we could do something. Possibly a DJ. Possibly live music in the empty lot by Vintique Bandita. Small business Saturday – Scavenger Hunt. Chairperson Caka will work with staff to put together a plan.
- C) WinterFest Event – Event is in the Planning & Organizing Phase
No actions needed at this time – only updates, that will be at the end of the meeting. We need to get the sponsorship levels promoted to businesses.
- D) Pow-Wow Event April 2023 – Event is in the Planning & Organizing Phase
Currently Board Member Tucker is the only person on this committee. Amy Peeler will help chair the committee. Possibly get the Chamber to help with this one. They are currently planning their Bi-Centennial Celebration, and this will be a great opportunity to launch into that.
- E) Come and Bake It competition. Possibly in conjunction with Shop Small Business Saturday.
Possibly have each business host a Come and Bake It people. Have table outside of the businesses.

- 1.6 Discuss, Consider and Possible Action regarding sponsoring a “Love in Action” Event February 2023

NO ACTION NEEDED – Discussion Only

In conjunction with Ministerial Alliance. Doing different community service things for those in need throughout the town. Get volunteers/groups to help with projects for others throughout the city. Then at the end of the day have a downtown event to bring it all together. Possibly incorporate services to our businesses downtown. Possibly tie it into getting donations or a food drive on the square. Main Street to play more of a supporting role. If the Ministerial Alliance wants to have their final event downtown, Main Street could help promote. Just talking time and volunteering at this time. Follow up with the Ministerial Alliance for more information before any action needs to be taken.

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

NO ACTION NEEDED – Discussion Only

Saturday, October 22 will be the training and planning session. We will engage in strategic goal planning, vision for main street including the economic vitality, the design for the beautification of, the promotion of, etc. We will discuss the Four-point approach that is required in a Main Street Program.

STAFF/BOARD REPORTS

- 2.1 Financial Reports:

A) Financials for August and September were reviewed

Budgetwise – we have taken in \$700 more than we have spent.

- 2.2 Committee Reports

A) Happy Fall Y’all Committee – ready to go. We will send out email for volunteers

B) Winterfest Committee – we currently have 4 sponsors. Waiting on several others.

Can we get a Sponsorship level hand out? Not yet sure how much to start the sponsorship levels at. We need \$10,000 - \$20,000 for this event. Would like to use TrainQuest for some games, and swing and photo opps. Can we have games and things for the little ones. We need volunteers to man it so that little kids don’t get crushed. Possibly reach out to the coaches to get volunteers. Valorie will check with the kids that need community service hours. We will have a cookie booth. HEB will sponsor. Kids get to decorate cookies for free. Nora will do the décor for that. Trying to get a sponsor to sponsor an ornament making booth with Purple Cactus Potterie so each kid can do an ornament. Prepare for the giving tree as well as a coat drive. Starting mid-November, take bins to businesses to gather toys for a toy drive. Hot cocoa booth for the kids – for free. The Elks will be doing a cornhole tournament, we will have a chili cook off. Breakfast with Santa will be at the Methodist church and be held by the rotary club. Santa for the parade has been lined up and the emcee for the parade will be Lew from the Enquirer. His wife will be there to help sign up the people for the parade. Will it be possible for Main Street to do a float? Will everyone be willing to be on the float. We are the faces to Main Street and we should be visible. Lighting of the tree by children. Friday start at 5 with a DJ. Have an opening band at 7 or 7:30. Kids events will be just Saturday. We really need to promote the jingle-mingle in conjunction with the band for Saturday. The larger sponsors will get hors d'oeuvres and wine tasting at the Bistro that Friday evening prior to the headliner starting and 3 acoustic songs by the headliner and then have a VIP area at the concert. Valorie said that Suzanne Zaits will do the flyer for Jingle-Mingle. We will promote, but the Downtown businesses

will organize it. After the parade on Saturday, the DJ will stay until 9 or 9:30 to keep it going for a Sip and Stroll.

- C) Veteran's Banners Committee – still gathering information. So far 47 banners accounted for. Three paid for but we don't know where they are at. And there is additional information that we are still discovering. We will run them again in November. Hopefully we can start the campaign again after November. We will call all the contacts that we have banners for and ask if they want to continue to have them rehung.
 - D) Pow-Wow Committee – nothing new
 - E) Marketing Committee – need shirt sizes to Adriane
 - F) Business of the Month Committee – Sign on the way. Waiting on invoice
 - G) Downtown Third Thursday event – asked some of businesses if they would be interested in participating. No one was really excited about it. We could try it and see how it goes. Thursday is just a hard night. Possibly wait until the weather warms up.
 - H) Merchant Relations Program Report from each Board Member
All the business seem to be very pleased that they have reps.
- 2.3 Main Street Director Report
Report on City Council
Beautification – tabled to address for November meeting
CVB will approve \$4500 for WinterFest
City Lights – GVEC will be out fixing roof lights and adding new ones
Design Branding – Kayla
- 2.3 Requests by board members for items on a future Main Street agenda
Elect officers
- 2.4 Set date and time for next meeting.
Tuesday, November 15th at 5:30pm

ADJOURN

A motion by Board Member Peeler and a second by Board Member Daniel, the meeting adjourned at 6:55pm

Approved this 20th day of October, 2022

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales