

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

The regular meeting of the Main Street Advisory Board was held on **SEPTEMBER 15, 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	Absent
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
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present

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 August 18, 2022, Meeting Minutes

ACTION: Item 1.1 **APPROVED**

Board Member Hastings moved to approve the minutes of the August 18, 2022 meeting as presented. Board Member Tucker seconded the motion. Chairperson Presley called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.2 Discuss, Consider and Possible Action regarding changes to GEDC Agreement

ACTION: Item 1.2 **APPROVED**

Staff Member Padilla outlined the changes to the GEDC Agreement.

- 1) Request to update the term of the agreement to last two (2) years rather than annually.
- 2) Clarifies the process to approve applications.
- 3) Clarifies Main Street projects and increases the committed amount to \$156,000 annually.
- 4) Updated Main Street District Map to include current Director’s contact information.

Board Member Hastings made a motion to approve. Board Member Wells seconded the motion. Chairperson Presley called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.3 Discuss, Consider and Possible Action regarding third Thursday Downtown event
Board Member Peeler made a motion to discuss having a Third Thursday Downtown Event.
Board Member Hastings seconded the motion.

NO ACTION NEEDED – Discussion Only

Discussion: Board member Daniel gave information regarding Seguin’s Downtown Third Thursday. It is a group effort of the Downtown businesses with music, stay open late, etc. Ask the businesses if they want to participate, then we could advertise for them. The businesses sponsor. Speak to the businesses first to gauge their participation. They would be the ones that pay the employees to stay, they are the ones that offer drinks, or music, or other incentives. Maybe we could reach out when we go visit or perhaps a mass email to find out their interest. We could consider starting it at the first of the year. Perhaps begin it at each business or a block party based on participation. It is agreed that the Merchant Relations Representative will ask their assigned businesses their level of interest.

- 1.4 Discuss, Consider and Possible Action regarding Downtown Beautification – Texas Hero Square, Independence Square, Memorial Benches

ACTION: Item 1.4

POSTPONED

Staff Member Padilla stated that this item will be up for discussion on the October 13, 2022 City Council meeting. It is the request of the Main Street Director to get direction from City Council for an overall strategic plan for the Downtown Beautification and how it fits into the overall vision for the city before proceeding.

Board Member Hastings made a motion to table this item for a later date. Board Member Peeler seconded the motion. Board Member Wells discussed the idea of having murals on the sidewalk like in Victoria. Will bring it up at the planning meeting. Chairperson Presley called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.5 Discuss, Consider and Possible Action regarding Veteran Memorial Banners.

ACTION: Item 1.5

APPROVED

Staff Member Padilla gave background on the “Veteran’s Honor Banner Project”. The project was founded in the summer of 2020 by Gonzales Main Street. The project included personalized banners that commemorated our Veterans. The banners were to be displayed on one of the 36 light poles throughout downtown Historic Gonzales during the month of November, leading up to Veteran’s Day as well as the month of May. The banners were located in the warehouse and the Main Street Director asked the Parks Department to please hang them. There was miscommunication as to how long the banners should stay up and they were left up there for 3 months. Many people called to ask why the banners were back up when they didn’t pay for an additional year. Due to the lack of understanding for the project, the Main Street Director is requesting assistance to revive this project. We need to reach out to the existing purchasers to see if they would like to extend. We have had requested for new participants. Chairperson Presley added that businesses could also sponsor a banner and show their support in a different way or list names on one banner.

Board member Peeler made a motion to discuss reviving the “Veteran’s Honor Banner Project”. Board member Hastings seconded the motion.

Discussion: Board member Hastings added that there are a number of younger Veterans here in town that were not aware of the original project and may want to participate. We could put it out through the newspaper. Many people have inquired as to who they can talk to in order to get a banner. We can get the word out there a little more. This project was formed in 2020. There was then a lag in 2021 and it may have been pushed to the back burner. Board Member Peeler added that initially there was a great deal of excitement among the Veterans who purchased the banners for one another. We need a subcommittee to go through the banners. We need to contact the families and reignite the energy behind this. In the past, any additional monies raised, beyond the

cost of processing and printing the banners, was donated to a Veteran based program. Board Member Peeler will chair the committee with Board Member Hastings co-chair.

Board member Peeler made a motion to approve revamping/revitalizing the “Veteran’s Honor Banner Project”. Board member Tucker seconded the motion. Chairperson Presley called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.6 Discuss, Consider and Possible Action regarding Grant request for 415 St John Street

ACTION: Item 1.6 **POSTPONED**
Due to a clerical error on the original posting of the agenda, this item must be tabled and a special called meeting will take place to discuss.

1.7 Discuss, Consider and Possible Action regarding Advisory Board representation of Main Street to downtown businesses

ACTION: Item 1.7 **APPROVED**
Due to time constraints, it is not feasible for the Main Street Director to be able to visit with every business in the Downtown area once per month. Staff proposes assigning board members to represent each of our downtown businesses. Each of the 9-board member will be asked to visit or touch base with their assigned businesses at least 1x per month. They are encouraged to visit face-to-face but a phone call can be acceptable. The board member can then bring any information or suggestions back to the board that needs to be addressed in order to create a more collaborated community and increase our communication.

Board member Wells made a motion to approve Merchant Relations Program. Board member Daniel seconded the motion.

Block 1 -	Block 4 - Daniels	Block 7 – Caka
Block 2 - Peeler	Block 5 - Wells	Block 8 - Tucker
Block 3 - Brown	Block 6 - Hastings	Block 9 - Presley

Chairperson Presley called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

1.8 Discuss, Consider and Possible Action regarding upcoming events

NO ACTION NEEDED – Discussion Only
City Council approved Winterfest dates and locations as well as Pow-Wow date change

1.9

1.10 Discuss, Consider and Possible Action regarding Main Street Advisory Board Re-Appointment.

NO ACTION NEEDED – Discussion Only
City Council will be reappointing board members to all Boards on October 13th. If you are currently a board member with the Gonzales Main Street Board and would like to consider being reappointed for another term, you need to send an email to City Secretary Vega. You do not have to fill out the application again.

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

ACTION: Item 1.11 **APPROVED**
Staff Member Padilla discussed that we need to have a strategic vision. The recommendation would be to have the training and planning meeting after the City Council meeting so we can invite any new board members and implement any direction that City Council gives us. October 15th or October 8th is being proposed.

Board member Hastings made a motion to approve having the training on October 15th. Board member Daniel seconded the motion.

- 1.12 Discuss, Consider and Possible Action regarding successes and improvement opportunities for Rum Run Event.

NO ACTION NEEDED – Discussion Only

Board member Wells made a motion to discuss and Board member Daniel seconded the motion.

Discussion: At future events we should break up the runners to begin at different areas of town, staggering them, rather than having them all take the same route. Maybe we could have it last longer. We sold 67 tickets and there were 45 in the drawing. Maybe integrate a scavenger hunt next time. There isn't enough time for shopping if we end it early because people stop for lunch. Overall people were happy with the registration, happy with the T-Shirts and bags. More advertising. Possibly make banners.

STAFF/BOARD REPORTS

- 2.1 Financial Reports:

A) Financials will be emailed out

- 2.2 Committee Reports

A) **Happy Fall Y'all Committee** – Board Member Tucker reported that things are progressing and that we are still on the hunt for cornstalks. Will look into purchasing more fall décor. Ministerial Alliance likes the idea that we are going to be doing stuff in the second square. Will need volunteers' day of. Trying to keep it really simple. October 29th – Trunk-r-Treat is 4:30pm – 6:00pm. Photo booths available a little earlier. Perhaps a Monster Mash with the businesses. Window decorating option. As Board Members visit businesses, please mention the event or take flyers around.

B) **Winterfest Committee:** - Friday, December 2 & December 3 approved from City Council. ½ of payment for featured artist has been sponsored. Friday evening incorporate Sip & Stroll 5pm-7pm. Will have DJ at the square. Vendors have the option to have booth for both Friday and Saturday for a flat fee of \$100. If they choose to do just one of the days, it will still be \$100 fee \$75 Non-profit fee. Downtown Concert on Friday night with an opening band and then the featured artist. The two main sponsors will have the opportunity to go to one of the Downtown restaurants and invite some of their own guest. They will have appetizers and the artist will play acoustic for them, three songs, then they can head back out to the square. Concert will finish about 11 or 11:30pm. Saturday we are trying to bring in a carnival. still searching. We will also have Breakfast with Santa by the Rotary Club, the Stew/Chili/Beans Cookoff, Bloody Mary and Salsa Contest. DJ start at 12 noon on Saturday. After cook off and contest, Elks will do a cornhole tournament. Friday will do the judging for the Winterfest Windows so that right before the main artist comes on the stage, then we can announce the winners. Parade will begin at 7:00pm. Line up will be at 5:30pm. Saturday we will continue with the DJ until after the parade until 9:30/10:00ish if businesses want to stay open late. Parade winners will be in Best Float, Best Decorated Polaris, Best Show, Best Adaptation of Theme. Possibly get a horse and carriage. There is no limit on vendors and what they will be selling for merchandise or food vendors. To date we have brought in \$6500 in Sponsors. We are looking at another \$5000 currently promised. Our goal is \$10,000 more over that. We are going to have a toy drive and a coat drive.

- C) **Pow-Wow Committee** – Staff Member Padilla distributed the proposed cost for the Pow-Wow. The committee will meet with the other team (representing the Inter-Tribal). The Chamber of Commerce will likely be onboard to help with this.
- D) **Marketing Committee** – Board Member Hastings stated that the Board will have their new shirts before our next board meeting. Will have koozies being made. Also a marketing flyer with the quarterly newsletter.
- E) **Business of the Month Committee** – Board Member Brown presented the “Sandwich Board” that was designed by George. It is currently in the process of being created. When it is ready Board Member Brown will pick it up. Possibly give him 4 businesses at a time to make the names for.

2.3 Main Street Director Report

Main Street Director gave a report the GEDC will be hosting a small business round table next Wednesday. Would like a sampling of 10 businesses represented. CVB and Tourism will begin focusing on Bi-Centennial Celebration for 2025. Leading up to the they will begin promoting little things here and there to promote the history of Gonzales. Will be getting with new tourism director to see how we can work the POW-WOW into their plans. CVB used to have a line item for Christmas Decoration and Downtown promotion. As of September 1, they have put a moratorium on the request for funds. However, CVB said that we can still ask for funds if the request will bring in overnight guests and bring new and bigger events to our area. The remaining funds in the City Budget for Christmas Décor, Advertising, and Training. CVB will be focusing on “Way Finding” and “City Pretty” leading up to the 200-year anniversary. Marleen’s going away party – October 22.

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

- Love in Action event for February 2023 – request to be added by Board Member Tucker
- Small Business Saturday instead of Tamale Fest
- Gonzales Main Street Annual Banquet - Board Member Hasting & Board Member Caka

2.4 Set date and time for next meeting.

October 20th, 2022 @ 5:30pm

ADJOURN

A motion by Board Member Daniel and a second by Board Member Hastings, the meeting adjourned at 6:39pm

Approved this 15th day of September, 2022

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales