

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – August 20, 2024**

The regular meeting of the Main Street Advisory Board was held on **August 20, 2024**, at 5:30 p.m. at the Gonzales Main Street and Economic Development Office located at 305 Saint Lawrence 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 the 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**

Acting Chairperson Craven called the meeting to order at 5:31 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Joey Moss	Board Treasurer	Present
Kayla Craven	Board Secretary	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Mario De La Santos	Board Member	Present
Charles Kerr	Board Member	Present
Glori Wyatt	Board Member	Present
Rebecca Martinez	Board Member	Present
Greg Webb	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Guy Lahav – Come & Take It Dance

Alejandro Padilla – Historic Hospitality Management

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

- 1.1 **Minutes** – Approval of the minutes for the May 16, 2024, Regular Meeting and the July 18, 2024, Regular Meeting
- 1.2 **Financial Report** – Approval of the Financial Report ending July 31, 2024

**CONSENT AGENDA ITEMS: Item 1.1 & 1.2**

**APPROVED**

Board Member Peeler moved to approve the May 16, 2024, Regular Meeting Minutes, table the July 18, 2024, Meeting Minutes and approve the Financial Report ending July 31, 2024. Board Member Moss seconded the motion. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

## **ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action regarding a Revitalization Fund Request at 418 St. Andrew Street for \$52,000.00.

### **ACTION 2.1**

**APPROVED**

Guy Lahav of Come and Take It Dance answered questions regarding repairs needed at the property. Board Member Martinez made a motion to approve Revitalization Fund Request at 418 St. Andrew Street for \$52,000.00. Board Member Brown seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passes 9 to 0.

- 2.2 Discuss, Consider and Possible Action regarding a Revitalization Fund Request at 617 St. Paul Street for \$21,000.00.

### **ACTION 2.2**

**APPROVED**

Director Padilla gave a background on the property and the request for funds. The building owners have a potential business for this property. They need to make it wheelchair accessible for the new businesses. The Board engaged in discussion requesting that if any handrails are to be placed in the front on the building, they are made to match the handrails being placed downtown. Board Member Peeler made a motion to approve Revitalization Fund Request at 617 St Paul Street for \$21,000.00. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passes 9 to 0.

- 2.3 Discuss, Consider and Possible Action regarding a Revitalization Fund Request at 342 St. George Street for \$42,000.00.

### **ACTION 2.3**

**APPROVED**

Alejandro Padilla of Historic Hospitality Management, LLC is looking to put a business in the building at 342 St George Street. They do not own the building. Their needs to bring in their business is \$13,215.00. The building owner is requesting \$28,785.00 for a new roof on the building. The total request of \$42,000.00 would cover both the business needs and the building owner needs. If approved they would like two separate performance agreements. One for the business owner and the second for the building owner. Board Member Brown made a motion to approve Revitalization Fund Request at 342 St George Street for \$42,000.00. Board Member Kerr seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passes 9 to 0.

- 2.4 Discuss, Consider and Possible Action allowing Main Street Executive Director to work with property owner at 810 St Paul Street to submit a Revitalization Fund outside the standard online parameters

### **ACTION 2.4**

**APPROVED**

Director Padilla explained that we have received a letter of intent for Revitalization Funds for 810 St Paul Street. This applicant previously submitted a request in 2022. In order to best serve this applicant, Director Padilla would like permission to work this applicant to submit their application outside the online system in order to provide language translation and assistance with the process. Board Member Moss made a motion to allow Director Padilla to work with the applicant to submit an application outside the online parameters. Board Member Wyatt seconded the motion. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

- 2.5 Discuss, Consider and Possible Action regarding planning for upcoming events, including Fiesta Patrias, Rum Run, Come and Bake It, Sip – Shop - Savor Small Business Saturday, and Winterfest

**ACTION 2.5**

**APPROVED**

Discussion among the board about upcoming events.

**DISCUSSION ONLY** - Fiesta Patrias - September 14, 2024: no additional action needed on this event.

**APPROVED** - Rum Run – October 21, 2024: Discussion among board members about the starting and ending point for the Rum Run. Preference would be to start at the 800 block of St Joseph in front of Laurel Ridge/Hearty Gourmet/Shear Design then end the run at San Antonio Distillery. Board Member Peeler made a motion to charge \$25.00 per ticket, t-shirts will be cotton, Raffle prize will be a basket + Yiftee gift card not to exceed \$75.00, and we will offer a “Best Cocktail” recognition for the business who is voted best cocktail by participants. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

**DISCUSSION ONLY** - Come and Bake It - November 25, 2024: no additional action needed on this event.

**APPROVED** - Sip, Shop, Savor, Small Business Saturday – November 20, 2024: Discussion among board members about how to incentivize shoppers to shop our downtown small businesses. Board Member Craven made a motion to approve the purchase of Main Street Bags not to exceed \$500.00 to be distributed to Small Businesses to give to customers and use Main Street advertising fund to advertise for Small Businesses Saturday. Board Member Kerr seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

**APPROVED** – Winterfest – December 7, 2024: Discussion among board members identifying a theme for this year’s Winterfest. A motion was made by Board Member Wyatt to select *Enchanted* Christmas as this year’s theme. Board Member Brown seconded the motion. Acting Chairperson Crave called for a vote. For: Unanimous. The motion passed 9 to 0.

**APPROVED** – Winterfest – December 7, 2024: Discussion among board members regarding kids’ activities. Board Member Craven made a motion to approve \$800.00 for the kids train and \$6325.00 for the Train Quest activities including: Barrel of Fun, Whizzer, Roll-a-ball carnival game, Santaland obstacle course, and the lighted Ferris wheel bounce house. Board Member Peeler seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

**APPROVED** – Winterfest – December 7, 2024: Discussion among board members regarding vendor and parade fees to stay the same as last year at \$100 for food vendors, \$75 for merchandise vendors, \$50 for non-profit vendors, and \$10 parade entry. Board Member Moss motioned to approve fees as well as the purchase of No-Parking signs not to exceed \$400.00. Board Member Kerr seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

**DISCUSSION ONLY** - Christmas Cutouts. Director Padilla asked for assistance from the board to contact existing business with Christmas Cutout and following up on interested businesses. Board Member Wyatt offered to assist.

**DISCUSSION ONLY** – Main Street Fall Decorating. Discussion among the board regarding a fall decorating or scarecrow contest to the businesses. A simple certificate of recognition could be given to the winner. The board would need to bring in third party, non-bias judges for the judging.

**APPROVED** – Main Street Christmas Decorating. Discussion among the board regarding offering a Christmas Decorating contest for the downtown businesses. Discussion included identifying categories

(i.e. best use of theme), decorating guidelines, judging, etc. Board discussed waiting until closer to November to finalize these items. Board Member Padilla explained that Main Street received a sizable donation from a community member to be used strictly for Downtown Christmas Decorations. These decorations need to be ordered ASAP to get them in time for the holiday decorating of the downtown squares. Light pole decorations options were presented to the Board. Board Member Kerr made a motion to purchase ten (10) of the 15' lighted pole garlands, and fifteen (15) of the 48" lights pine spray with bows not to exceed the donation given and Christmas décor fund balance. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote: For: Unanimous. The motion passed 9 to 0.

2.6 Discuss, Consider and Possible Action regarding possible Community Halloween event.

**ACTION 2.6**

**NOT APPROVED**

Director Padilla explained that the Ministerial Alliance would not be hosting a Trunk-or-Treat this year. The Board discussed that they already have their events planned for the year and do not see that hosting the Trunk-or-Treat would align with their focus for the year. Board Member Peeler motioned we pass on hosting Trunk-or-Treat. Board Member Brown seconded the motion. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

- 2.7 Discuss, Consider and Possible Action identifying Committee Chairs to represent each of the Four-Points of the Transformational Strategies to Main Street Revitalization
- A) Economic Vitality
  - B) Design
  - C) Promotion
  - D) Organization

**ACTION 2.7**

**TABLED**

Item was tabled due to time constraints. Board requested that it be brought back on future agenda.

- 2.8 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work.
- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives
  - (b) Transformational Strategy #1, Goal #2 - Utilize DowntownTX.org – Building Inventory Report for DowntownTX Database from each board member
  - (c) Transformational Strategy #2, Goal #1 – Beautification: Handrails, trashcans, & benches.
  - (d) Transformational Strategy #2, Goal # 2 – Heritage tourism/Business Support: Roundtable & Community Gift card.

**STAFF/BOARD REPORTS**

3.1 Committee Reports

**TABLED**

Committee Reports were tabled until we get the committees assigned to new board members.

3.2 Gonzales Economic Development Director and Interim Gonzales Chamber of Commerce Director will provide updates regarding projects GEDC Projects and Tourism updates. Director Sankey provided updates on hiring Tourism coordinators and GEDC Projects

3.3 Main Street Director Report

Director Padilla reported on waiting on memorial bench quotes, progress on handrails and trash cans, delivery of tennis benches scheduled for second week in September, Jr Main Street Board set to meet September 12, 2024, at GHS, need for headshots from new board members, and returning the \$500 back to Spade and Trowel for the repair of bubbler at the Butterfly Garden.

- 3.4 Requests by board members for items on a future Main Street agenda  
Vote on Officers, Committee Assignments, Main Street Representation Map  
Asset Management Agreement  
Update on 618/620 St Joseph Street Performance Agreement

- 3.5 Set date and time for next meeting:  
Tuesday, September 17, 2024, 5:30pm

**ADJOURN**

A motion by Board Member Peeler and a second by Board Member Brown, the meeting adjourned at 8:04 p.m. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

Approved this 20<sup>th</sup> day of August 2024

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales