

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – AUGUST 21, 2025**

The Special Called meeting of the Main Street Advisory Board was held on **August 21, 2025**, at 5:30 p.m. at the Gonzales Municipal Building located at 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 the time, date, place, and agenda thereof. The meeting notice, agenda, and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

Board Chairperson Peeler called the meeting to order at 5:30 p.m. and a quorum was certified.

Attendee Name	Title	Status
Amy Peeler	Board President/Chairperson	Present
Kayla Craven	Board Vice President/Vice Chairperson	Absent
Glori Wyatt	Board Secretary	Absent
Brandon Page	Board Treasurer	Present
Joey Moss	Board Member	Present
Linda Brown	Board Member	Present
Charles Kerr	Board Member	Present
Greg Webb	Board Member	Present
Johnnie Edwards	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

None

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

- 1.1 **Minutes** – Approval of the minutes for the June 17, 2025 and the July 17,2025 Regular Meetings.
- 1.2 **Financial Report** – Approval of the Financial Report ending August 16, 2025

CONSENT AGENDA ITEMS

APPROVED

Board Member Webb moved to approve the consent agenda items. Board Member Moss seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 7 to 0.

ACTION ITEMS

- 2.1 Discuss, Consider, and Possible Action regarding successes and improvement opportunities, and action items for past month’s Main Street events including: National Biker’s Roundup Shop Crawl.

ACTION 2.1

DISCUSSION ONLY

The National Biker's Roundup Women's Shop Crawl was not well attended. Businesses were willing and eager to participate. There were only 12-15 participants vs. the 75-100 suggested by the organizers.

2.2 Discuss, Consider and Possible Action regarding upcoming events including:

Women of the Elks Lodge Shopping Bingo (August 23)

Gonzales Bicentennial Celebration (October 2)

Rum Run (October 18)

Downtown Spooktacular (October 31)

Come and Bake It Pecan Show and Sale (November 24)

Possible Tree Lighting event (November 28 or 29)

Winterfest Celebration (December 6)

Jingle Mingle Shop Crawl (December 20)

ACTION 2.2

Women of the Elks Lodge Bingo:

APPROVED

Board Member Edwards made a motion to contribute a raffle basket not to exceed \$100.00 to the Women of the Elks Lodge Shopping Bingo event. Board Member Brown seconded the motion. Chairperson Peeleer called for a vote. Unanimous. 7:0

Gonzales Bicentennial Celebration:

DISCUSSION ONLY

Board discussed having a booth at the Bicentennial Bash. Rather than manning a booth, it was discussed that we sell out 2025 Christmas ornaments at the Tourism booth.

Rum Run:

APPROVED

Board Member Brown made a motion to begin the Rum Run at 10:00am and end at 4:00pm.

Cost to participants will be \$25.00. They will receive a shirt, a cup, a fan, a map, and a raffle ticket punch card. It will begin at Laurel Ridge and end at the San Antonio Rum Distillery.

Gonzales Main Street will contribute a raffle basket not to exceed \$100.00. Board Member Webb seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0. Chairperson Peeler will chair this event.

Downtown Spooktacular & Trick-or-Treat Trail:

DISCUSSION ONLY

Board engaged in discussion to begin the trick-or-treat trail at 5:00pm, keeping the same route as last year, and using the Main Street speaker system to broadcast music at the event. Board members Wyatt and Craven will chair this event and reach out to businesses for participation. Staff liaison Padilla will work on flyers and promotional material to bring to the next meeting.

Come and Bake It Pecan Show and Sale:

DISCUSSION ONLY

Board Member Brown is chairing this event. No additional assistance needed at this time.

Possible Tree Lighting event:

DISCUSSION ONLY

The Board members engaged in discussion considering TXGN bringing in Santa on November 28/29 and having a tree lighting event in the square. The general consensus is that Gonzales Main Street will not be adding this as an event at this time.

Winterfest:

DISCUSSION ONLY

Board engage in discussion and decided on the Winterfest Theme to be "TREATS AND TINSEL". Board Member Webb will be the entertainment chairperson. It was decided that there will only be a saxophone artist and a DJ. Staff liaison will get quotes from Artificial Ice on possible children's activities. We will charge vendors the same as last year: 100 for food vendor, 75 for merchandise vendors, 50 for non profits, and free for any Main Street business.

Jingle Mingle Event:

APPROVED

Board Member Brown made a motion to begin the Jingle Mingle at 10:00am and end at 4:00pm.

Cost to participants will be \$25.00. They will receive a Christmas Themed hat, a cup, a bag, a map, and a raffle ticket punch card. Gonzales Main Street will contribute a raffle basket not to

exceed \$100.00. Board Member Edwards seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0.

- 2.3 Discuss, Consider and Possible Action regarding creating a “First Friday Pop-up” Main Street Event

ACTION 2.3

APPROVED

Board engaged in discussion regarding hosting a “Pop-Up Partnership” type event, encouraging Main Street Businesses to partner with small artisans or other vendors to sell good on the sidewalk outside their business. We would hope to partner with quality vendor possibly from the Makers Market to bring. Board Member Webb made a motion to create a partnership pop-up event on Saturday, November 29th during Small Business Saturday. Board Member Page seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0.

- 2.4 Discuss, Consider and Possible Action updating the following documents: Main Street and Gonzales Economic Development Corporations Service Agreement

ACTION 2.4

APPROVED

Board Member Webb made a motion to approve the proposed Main Street and Gonzales Economic Development Corporations Service Agreement and Main Street Revitalization Incentive Revisions for 2025. Board Member Moss seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0

- 2.5 Discuss, Consider and Possible Action regarding ordering quantity and type of Main Street Christmas ornaments

ACTION 2.5

APPROVED

Board members discussed the two design options presented for the 2025 Main Street Christmas Ornament. Board Member Brown made a motion to approve the Bicentennial logo as the 2025 Main Street Christmas Ornament. Board Member Kerr seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0. Board Member Kerr made a motion to purchase the minimum order of 250 ornaments. Board Member Brown seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0.

- 2.6 Discuss, Consider and Possible Action regarding downtown holiday decorations and decorative lights

ACTION 2.6

DISCUSSION ONLY

Board members engaged in discussion regarding adding to the downtown Christmas decorations. The board would like to get pricing on garland and wreaths for the monument and additional pole wraps and sprays for the poles. Staff liaison will get pricing and return with costs.

- 2.7 Discuss, Consider and Possible Action regarding revisions to the Jr Main Street Board program for 2025-2026

ACTION 2.7

TABLED

Board member Edwards made a motion to table this item until after the Jr Main Street Board representatives could meet with the Jr Main Street Board and the school representative. Board Member Page seconded the motion. Chairperson Peeler called for a vote. Unanimous. 7:0

- 2.8 Discuss, Consider and Possible Action regarding Merchant Relations Representatives for Main Street Businesses

ACTION 2.8

DISCUSSION ONLY

Board members were given Main Street block/business assignments to be the Main Street Merchant Representative for that area.

2.9 Discuss, Consider and Possible Action regarding Transformational Strategy Focus and applicable work

ACTION 2.9

DISCUSSION ONLY

Board reviewed the FY24-25 Transformational Strategies and applicable work.

STAFF/BOARD REPORTS

3.1 Business of the Month Committee Report: La Bella Tavola – September, Coastal Office Solutions – October, Linda’s Nails – November

Texas Treasures Report – Board Member Kraven not available to give report

Merchant Relations Program Report by each Representative – new assignments were made in previous agenda item 2.8

Royal Court Report – no representative was available to give report.

3.2 Main Street Director Report

No new businesses to report

GEDC 2025 Stand Up Rural America Regional Forum to take place in Gonzales, October 7 & 8.

All Board Members encouraged to attend

New Board Training will need to happen after October 1

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

- Local Historic Commission Survey & Courthouse Landscaping
- Jr Main Street Board
- Christmas Décor
- Winterfest Entertainment Recommendations
- Bench Project

3.4 Set date and time for next meeting:

Tuesday, September 16, 2025, 5:30pm – City Hall

ADJOURN

A motion by Board Member Brown and a second by Board Member Edwards, the meeting adjourned at 7:32pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 7 to 0.

Approved this 21st day of August 2025

Amy Peeler
Board Chairperson, Gonzales Main Street Board

Attest:

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales