

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – JANUARY 15, 2026**

The Special Called meeting of the Main Street Advisory Board was held on **January 15, 2026**, 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](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Board Chairperson Peeler called the meeting to order at 5:38 p.m. and a quorum was certified.

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

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Billy Horton  
Misti King

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

- 1.1 **Minutes** – Approval of the minutes for the December 20, 2025, Regular Meeting and the November 10, 2025 workshop.
- 1.2 **Financial Report** – Approval of the Financial Report ending January 9, 2029

**CONSENT AGENDA ITEMS**

**APPROVED**

Board Member Webb moved to approve the consent agenda items. Board Member Edwards seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

**ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action amending the performance agreement for 512 St James Street.

**ACTION 2.1**

**APPROVED**

Board Member Webb made a motion to approve amending the existing performance agreement to extend the deadline for and additional six (6) months to complete the work. Board Member Edwards seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

2.2 Discuss, Consider and Possible Action regarding redefining the Business of the Month Program  
**ACTION 2.2** **DISCUSSION ONLY**

Board Member Edwards and Board Member Webb presented ideas for the Main Street Spotlight Program. Need to consider the best scoring system. Would like to see this as quarterly or event two times a year. Take a picture and celebrate the business/person. If board approves the direction of this, then the committee (Board Members Edwards and Webb) will come up with some ideas of acknowledgement (certificates, awards, etc.). Perhaps a QR code in the window that would take them to our website where they are featured and we can spotlight what this business means to our community. The newspaper would be willing to publish the stories as well. Board Member Edwards will work on a nomination form to bring back and discuss what the recipient will receive. The board liked the direction and would like to see it brought back with further information and possible budget at the next meeting.

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

**ACTION 2.3** **APPROVED**

Director Padilla took all of the suggestions during our workshop and consolidated the ideas into suggested strategies for our 2026 calendar year. Board Member Webb made the motion to accept and submit the Strategies as presented for the Main Street America yearly reporting requirement. Board Member Edwards seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

2.4 Discuss, Consider and Possible Action regarding 2026 Events, Budget, and Sponsorship Solicitations

**ACTION 2.4 (a) EVENTS** **APPROVED**

Board discussed the success of some of the 2025 events and decided on hosting: **May 9 – Grow into Summer Color Run & Pioneer Kids Carnival** with Jr Main Street & Tourism, **July 4 – Star Spangled Spectacular**, **October 31 – Downtown Spooktacular**, **December 5 – Winterfest**. They also discussed just doing “advertising for” the Jingle Mingle and hosting a wandering musician. No tickets or check-in, etc. Possibly do a “cookie crawl or hot coco walk” instead of Jingle Mingle. Just rebrand the Jingle Mingle to come hang out downtown, not tickets. Possibly do a shop crawl in the spring and keep the **Rum Run** (for consistency) in the fall.

**ACTION 2.4 (b) PROJECTS (partnership with Tourism for Creative Kids)** **APPROVED**

Tourism Coordinator Misti King presented an idea called “creative kids”. It allows the children in the community to create an art piece that will eventually be turned into a lighting display for the city. They are about \$1000 per art piece. They are about 5’6” feet tall. She feels confident that funds could be raised to support 10 of these art pieces. She is asking Main Street to support by partnering as the non-profit. Her goal is to do 10 per year. Initially to be put up in November for the holiday season. Could be put in the business window or around the square or on a pole. Board member Webb made a motion to partner with Tourism to support the Creative Kids Project and fundraising. Board Member Page seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

Additional discussion about revamping the squares for Christmas including Santaland in the Square and creating more of a “destination” in the square during the Christmas season. Tour of Christmas Trees around town or a Christmas Tree Festival. Tourism will be focusing on wayfinding to bring people into

town. How will Main Street create wayfinding to bring visitors into the businesses. Consider partnering with the museum to install permanent signage for the Texas Legacy in Lights. These items will be brought back to the board when partnerships with other entities are solidified.

**ACTION 2.4 (b) PROJECTS (partnership with library)**

**APPROVED**

Director Padilla presented the proposal for the revitalization of the old bank drive-thru in partnership with the Library Board. Main Street would be the driving force in finding funding, bids, etc. Board Member Edwards made a motion to incorporate the revitalization of the old bank drive-thru, in partnership with the library, into the Main Street Project focus in order to apply for grants and funding. Board member Webb seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

**ACTION 2.4 (c) BUDGET (for FY 2026)**

**APPROVED**

Director Padilla presented a proposed budget for FY 2026. Board Member Webb made a motion to accept the FY 2026 budget. Board Member Edwards seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

**ACTION 2.4 (c) BUDGET (for SeeMyLegacy Platform)**

**APPROVED**

Director Padilla presented a new event and marketing campaign platform to replace EVENTENY. The platform will assist with sponsorships, event management, marketing, as well as memorial bench campaigns and QR codes for tours and stories. The cost will be similar to the EVENTENY subscription. Board Member Page made a motion to cancel the current subscription with EVENTENY and subscribe to SeeMyLegacy platform. Board Member Kerr seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

**ACTION 2.4 (d) SPONSORSHIPS**

**APPROVED**

Director Padilla presented the sponsorship application and solicitation letter. Board Member Edwards made a motion to make the necessary changes on the sponsorship application/solicitation packet and proceed with solicitation of sponsorships. Board Member Webb seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

**STAFF/BOARD REPORTS**

- 3.1 Board Member Page reported that Jr Main Street will propose the date of May 9 to City Council for the Grow into Summer color run and pioneer kids carnival.
- 3.2 Main Street Director Report
  - Peach Creek Antiques will be moving to the old Discovery Antiques building. Peach and Paisley will be closing.
  - Director Padilla will be representing Gonzales on the Texas Downtown Board. Training next week. Main Street Now will be in April.
  - Upcoming City events include the MLK Street dedication on Saturday. On Monday there will be a MLK March. Also a Makers Market in the square and yoga in the square by Velvet Cherub. There will be a State of the City address January 29 at JB Wells.
- 3.3 Request by Board Members for items on a future Main Street agenda.
  - Main Street Spotlight
- 3.4 Set date and time for next meeting:
  - Thursday, February 19, 2026, 5:30pm – City Hall

**ADJOURN**

A motion by Board Member Kerr and a second by Board Member Page, the meeting adjourned at 7:13 pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 5 to 0.

Approved this 15<sup>th</sup> day of January, 2026

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Amy Peeler  
Board Chairperson, Gonzales Main Street Board

Attest:

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales