

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – JUNE 25, 2024**

The regular meeting of the Main Street Advisory Board was held on **June 25, 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**

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

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Britney Caka	Chairperson	Absent
Valorie Daniel	Board Member	Absent
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Absent
Mario De La Santos	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Vandy – Gonzales Inquirer

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

1.1 **Minutes** – Approval of minutes for the May 16, 2024 Regular Meeting Minutes.

**ACTION: Item 1.1** **TABLED**  
Minutes were unavailable for review. Item tabled to be on the next Board Meeting agenda.

1.2 **Financial Report** – Approval of the Financial Report ending May 31, 2024

**ACTION: Item 1.2** **APPROVED**

Board Member Peeler made a motion to approve the Financial Report ending May 31, 2024. Board Member DeLaSantos seconded the motion. Board Member Moss called for a vote. For: Unanimous. The motion passed 4 to 0.

## **ACTION ITEMS**

2.1 Discuss, Consider, and Possible Action regarding a Business Incentive Grant at 516 St. Paul Street for \$52,000.00

### **ACTION 2.1**

**TABLED**

The grant request submitted was incomplete. Request was tabled until grant request is submitted in its entirety.

2.2 Discuss, Consider, and Possible Action regarding forming a Jr Main Street Board

### **ACTION 2.2**

**APPROVED**

As the Bylaws are written, we are unable to form additional Boards. Board instructed Staff Liaison Padilla to reach out to legal counsel for direction on updating Bylaws or other options on how best to proceed. Board Member Brown made a motion to update the Bylaws to be able to create additional Boards. Board Member DeLaSantos seconded the motion. Board Member Moss called for a vote: For: Unanimous. The motion passed 4 to 0.

2.3 Discuss, Consider, and Possible Action regarding upcoming 4<sup>th</sup> of July Star Spangled Spectacular Event

### **ACTION 2.3**

**DISCUSSION ONLY**

Event is next week. Volunteer signup sheet will be emailed. Currently there are 6 food vendors and 7 merchandise vendors. Children's activities include balloon animals, waterslides and petting zoo. Entertainment has been lined up. Fireworks are lined up. EMT and Security will be there. GVEC will bring a tent. Energy Waste will bring POJ's. Needs include set-up and tear down. Board Member DeLaSantos will rope off Brickyard for Fireworks. Director Padilla will rope off square morning of event. Will need assistance with Road closures at 4:00pm around square. St Joseph and St Lawrence will be closed at 8:00pm. We will order koozies with our logo on one side and the Cannon Level Sponsors on the other side. Board suggested only red so we can use them for Winterfest as well.

2.4 Discuss, Consider, and Possible Action regarding reorder and pre-sale of Christmas Ornaments

### **ACTION 2.4**

**APPROVED**

Pre-sale link is live on Eventeny. Promotions committee will push the promo out on social media. 2023 Christmas Ornaments can be reordered but they must be at a quantity of 150. Previous vote approved 100 reorder. Board Member Moss made a motion to approve the order of 150 for the 2023 ornaments. Board Member DeLaSantos seconded the motion. Board Member Moss called for a vote: For: Unanimous. The motion passed 4 to 0.

2.5 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work.

- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives (4 buildings currently approved for \$52,000 and 1 for \$6,700, 2 letters of intent have been received and 1 request for Design assistance from THC)
- (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 (patriotic stars will be hung this week, benches ordered, Remshell working on handrails)
- (d) Transformational Strategy #2, Goal # 2 – Heritage tourism/Business Support: Roundtable & Community Gift card. (put window clings in windows and leave table tents – consider promoting Enterprise Purchases)

## **STAFF/BOARD REPORTS**

3.1 Committee Reports

(A) Promotions Committee Report

NAPA will be business of the month this month

August: Seydler-Hill Funeral Home

September: Shear Designs

October: Running M

November: Angels and Outlaws

(B) Economic Vitality Committee Report – no update

(C) Design Committee Report

Looking at doing wayfinding with Beautification Board

(D) Organization Committee Report – no update

3.2 Main Street Director Report

Already reported

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

Minutes from May, assignment of board members, Logan Insurance Grant

3.4 Set date and time for next meeting.

Thursday, July 18 at 5:30pm.

## **ADJOURN**

A motion by Board Member DeLaSantos and a second by Board Member Peeler, the meeting adjourned. Board Member Moss called for a roll call vote. For: Unanimous. The motion passed 4 to 0. Meeting adjourned at 6:27pm.

Approved this 25<sup>th</sup> day of June 2024

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Tiffany Hutchinson-Padilla Main Street Director, City of Gonzales