

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – NOVEMBER 14, 2023**

The regular meeting of the Main Street Advisory Board was held on **November 14, 2023**, 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 time, date, place, and agenda thereof. The meeting notice, agenda and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

Chairperson Caka called the meeting to order at 5:34 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Present
Valorie Daniel	Board Member	Absent
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Absent
Kayla Craven	Board Member	Present
DeDe DeStefano	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the October 29, 2023 Regular Meeting Minutes and October 23, 2023 Special Call Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Craven moved to approve October 29, 2023 Regular Meeting Minutes. Board Member DeStefano seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0. Then, Board Member DeStefano moved to approve the October 23, 2023 Special Call Meeting Minutes. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.2 Discuss, Consider and Possible Action regarding Gonzales Main Street Mission, Vision and Strategic Goal Planning

ACTION: Item 1.2

APPROVED

Board Member DeStafano made a motion to add “promotion through partnership and collaboration” to the mission statement. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.3 Discuss, Consider and Possible Action regarding identifying Committee Chairs to represent each of the Four-Points of the Transformational Strategies to Main Street Revitalization

ACTION: Item 1.3

APPROVED

The board agreed the members be assigned to the following committee chairs: Economic Vitality – Caka (chair) and Moss, Design – DeStefano (chair) and Brown, Promotion – Craven (chair) and Brown and Organization – Daniel (chair), Peeler and Brown. Board Member Craven moved to approve the Committee Chairs to represent each of the Four-Points of the Transformational Strategies to Main Street Revitalization. Board Member DeStefano seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.4 Discuss, Consider and Possible Action regarding updating the following documents including: (a) Main Street Board Bylaws, (b) Main Street and City of Gonzales Service Agreement, (c) Main Street and GEDC Agreement – a. Main Street Grant Revisions, and (d) Financial Control Policies

ACTION: Item 1.4

APPROVED

The board discussed the changes that were discussed during the board training meeting. Under current Financial Control Policies, a second signature is needed for any check written over \$500. The board discussed changing this amount to \$1,500. Board Member DeStefano moved to require a second signature on any checks issued to be \$1,500 instead of \$500. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.5 Discuss, Consider and Possible Action regarding 2024 GMS Budget

ACTION 1.5

APPROVED

Chairperson Caka discussed events that did or didn’t touch the Four-Points approach. They also discussed each item and the budget for these events. Board Member Craven moved to approve the 2024 GMS Budget as presented with the following changes: The 4th Thursday budget to \$1000, City Wide budget to \$0, Beautification to \$15,000, Special Events budget to \$5,000. Board Member DeStefano seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.6 Discuss, Consider and Possible Action regarding planning for 2024 events utilizing the Four-Points Approach

ACTION 1.6

APPROVED

Main Street Director Padilla informed the board of the event held by Main Street in 2023, sponsored actions, ongoing projects and community request events for 2024-2025. The board discussed each event and if they could/do follow the Four Points Approach. Board Member Craven made a motion for the following 2024 events: Main Street Roundtable, Memorial Day Service, 4th Thursday Shop and Stroll, Star Spangled Spectacular, Royal Ball, Come and Bake It, Shop Small Saturday, Winterfest and Main Street Businesses of the Month. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.7 Discuss, Consider and Possible Action regarding successes and improvement opportunities, and action items of past month's Main Street events including: (a) Main Street Rum Run – Saturday, October 21, (b) Happy Fall Y'all - Saturday, October 28th

ACTION 1.7

DISCUSSION ONLY

The board agreed that the Rum Run event was still successful and generated traffic into businesses. The board also discussed how the Happy Fall Y'all event didn't meet the Four-Points Approach and was costly.

- 1.8 Discuss, Consider and Possible Action regarding upcoming events including: (a) Come & Bake It – Friday, November 17th, (b) Sip, Savor, Shop Small Business Saturday – Saturday, November 25th, and (c) Winterfest Celebration – Saturday, December 2

ACTION 1.8

DISCUSSION ONLY

Main Street Director Padilla informed the board that there were currently 30 registrations. Considering this event is new, the board agreed that the event is doing very well. A saxophone artist will be playing during Shop Small Business Saturday and AMEX sent goodie bags. Winterfest is coming along with quite a few sponsorships.

- 1.9 Discuss, Consider and Possible Action regarding updating merchant relations representatives and dividing undesignated merchants

ACTION 1.9

DISCUSSION ONLY

The board looked over the current merchant relations sheet and divided up the remaining merchants and previously assigned merchants to past Board Members Tucker and Hastings.

STAFF/BOARD REPORTS

- 2.1 Financial Reports:

A) Financials through October 31, 2023 were reviewed.
Statement of Activity for January through December

- 2.2 Committee Reports

(A) Business of the Month Committee – no updates
(B) Merchant Relations Program Report – no update
(C) Texas Treasures Update – no update
(D) Veteran's Banners – Banners have now been hung.

2.3 Main Street Director Report

Main Street Director Tiffany Padilla updated the board about the board about the Railroad the night before Winterfest, this board was asked to judge a Cuero Main Street event, Valorie was nominated as Board Member of the Year and a thank you card to past board members was suggested

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

- Board Member Peeler suggested discussion the upcoming Cattle Country Festival event
- Chairperson Caka suggested giving Board Member Daniel her Board Member of the Year plaque
- Board Member DeStefano suggested action items for each Four-Points Committee
- Board Member Peeler suggested a metric for grants

2.5 Set date and time for next meeting.

Thursday, December 19 at 5:30pm.

ADJOURN

A motion by Board Member Craven and a second by Board Member DeStefano, the meeting adjourned at 6:50 pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

Approved this 14th day of November 2023

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales