

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – SEPTEMBER 16, 2025**

The Special Called meeting of the Main Street Advisory Board was held on **September 16, 2025**, at 6:30 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	Present
Glori Wyatt	Board Secretary	Present
Brandon Page	Board Treasurer	Present
Joey Moss	Board Member	Absent
Linda Brown	Board Member	Absent
Charles Kerr	Board Member	Present
Greg Webb	Board Member	Present
Johnnie Edwards	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Jennifer Ervin Layton Ervin Jolee Lester
Barry Booth Ty Behlen

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

- 1.1 **Minutes** – Approval of the minutes for the August 21,2025 Regular Meetings.
- 1.2 **Financial Report** – Approval of the Financial Report ending September 15, 2025

CONSENT AGENDA ITEMS

APPROVED

Board Member Webb moved to approve the consent agenda items. Board Member Craven 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 Jr Main Street Board Officers for 2025-2026

ACTION 2.1

APPROVED

The Gonzales Main Street Board heard presentations from the candidates for officers for the Jr. Main Street Board. Offices to be filled include: President, Vice President, and Secretary/Treasurer. The topic

of presentation was .“What ideas do you have to help the Jr. Main Street Board make a positive impact on downtown Gonzales”.

- Ty Behlen presented first. His focus included student led events like art walks or local music nights that bring people downtown and support local businesses. Also working with local schools and youth groups on projects like seasonal decorations or cleaning up days that make DT more welcoming. Lastly, add to social media presence by highlighting local shops and events.
- Jolee Lester spoke on beautification projects like adding flowers, paint or lights to downtown. Highlight businesses and history that make Gonzales unique through social media. Get the youth more involved builds pride and responsibility.
- Layton Ervin presented that student led organizations make big impacts. Help downtown businesses with social media advertising and marketing. Also assist with storefront decorating. Would like to make downtown welcoming for the youth. Advocating for things like a skate park, chalk art event for kids, having musical performances, and youth led events. Jr Main Street board empowers youth to feel like contributors in our city making downtown a place for everyone.

The Gonzales Main Street Board voted by ballot for the 2025-2026 Jr Main Street Board Officers:

Ty Behlen – President

Layton Ervin – Vice President

Jolee Lester – Secretary/Treasurer

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

Gonzales Bicentennial Celebration (October 2)

Rum Run (October 18)

Downtown Spooktacular (October 31)

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

Small Business Saturday Partnership Pop-Up (November 29)

Winterfest Celebration (December 6)

Jingle Mingle Shop Crawl (December 20)

ACTION 2.2

DISCUSSION ONLY

Gonzales Bicentennial Celebration:

Board was asked to distribute posters

Rum Run:

Two logos were presented to the Board. The one with the two shoe treads was selected for marketing material and t-shirts. Post cards with Spooktacular and Rum Run info on them were presented and board was asked to distribute them.

Downtown Spooktacular & Trick-or-Treat Trail:

Staff liaison Padilla provided flyers to invite all Gonzales businesses to participate. Board asked to distribute them and gather businesses commitments to participate.

Come and Bake It Pecan Show and Sale:

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

Small Business Saturday Partnership Pop-Up

Explore having local vendors set up in front of brick and mortar shops during small business Saturday. Will check with Makers Market vendors about interest.

Winterfest:

Board member Webb reached out to the saxophone artist and he would like to bring a keyboard player as well. The cost would be \$175 per hour from 5:00pm – 7:00pm. Board member Webb will also reach out to the Come and Take It Dance Studio to see if they would like to do a performance. Sound Technician would cost \$800. He does not have DJ equipment but he will plug and play music from an

iphone or something between 2:00pm and 5:00pm. The Artificial Ice quote came back at \$19,000.00 which is beyond our budget. Staff will check into other “snow” companies.

Jingle Mingle Shop Crawl Event:

No further information

- 2.3 Discuss, Consider and Possible Action regarding courthouse landscaping & Historical Commission Survey

ACTION 2.3

DISCUSSION ONLY

Board Chairperson Peeler reported that she does not have the schematic designs back yet on the landscaping. The Courthouse Restoration will start in Sept/Oct 2026. Would like to be able to use the grounds for community events.

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

ACTION 2.4

APPROVED

The cost to add garland, sprays and bows to additional light poles in the downtown area is \$5,687.50. Discussion was had regarding the cost of shipping and if it was possible to pick up the product to avoid shipping costs. Other items presented for consideration was the purchase of large ornaments for the downtown Christmas tree for \$8,950.00 or potentially purchasing or creating large “lighted globes” to hang from the downtown trees. Staff reported that the Beautification Board would like to explore purchasing new pole decorations and downtown decorations for 2026. Board members discussed turning the Christmas decorating over to the Beautification Board and allowing Main Street to be more of a supporting role and assisting financially. Board member Wyatt made a motion to approve up to \$5,687.50 starting with the balance in the City Budget and using Main Street funds for the balance for the purchase of pole wraps, sprays, and bows and trying to negotiate the shipping. Board member Webb seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 7 to 0.

- 2.5 Discuss, Consider and Possible Action regarding Main Street Memorial Bench program

ACTION 2.6

DISCUSSION ONLY

Board members engaged in discussion regarding the Memorial Bench program. Board Member Craven made a motion to bring back the Memorial Bench Program. Board Member Wyatt seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 7 to 0. Staff will contact the city for placement of benches and obtain new pricing to bring back to board.

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

ACTION 2.6

DISCUSSION ONLY

No change for last meeting. We will need to have a workshop for new fiscal year.

STAFF/BOARD REPORTS

- 3.1 Business of the Month Committee Report: La Bella Tavola – September, Coastal Office Solutions – October, Linda’s Nails – November. Board member Webb made the recommendation that we revisit how we select the Business of the Month at our Main Street Workshop.
Texas Treasures Report – Board Member Craven interviewed Ms. King.
Merchant Relations Program Report by each Representative – in the space where Noel Reese’s office is there is a new permanent jewelry specialist. Come & Crepe It reopened.
Royal Court Report – no representative was available to give report. September 27 Miss Gonzales Pageant at the Lynn Theater

- 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. The City will sponsor the training for any Board Member that would like to attend.
- 3.3 Requests by board members for items on a future Main Street agenda
- Plan training date
 - Vote for 2025-2026 Officers
- 3.4 Set date and time for next meeting:
Thursday, October 16, 2025, 5:30pm – City Hall

ADJOURN

A motion by Board Member Kerr and a second by Board Member Wyatts, the meeting adjourned at 7:43pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 7 to 0.

Approved this 16th day of September 2025

Amy Peeler
Board Chairperson, Gonzales Main Street Board

Attest:

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales