

**MAIN STREET ADVISORY BOARD MEETING
GONZALES MAIN STREET & ECONOMIC DEVELOPMENT OFFICE
305 ST. LAWRENCE STREET
TUESDAY, DECEMBER 19, 2023, AT 5:30 P. M.
AGENDA**

CALL TO ORDER

PUBLIC COMMENTS

This time is set aside for any person who wishes to address the Main Street Advisory Board. Each person should fill out the speaker's register prior to the meeting. Presentations should be limited to no more than 3 minutes.

All remarks shall be addressed to the Main Street Advisory Board as a body, and not to any individual member thereof. Any person making personal, impertinent, or slanderous remarks while addressing the Main Street Advisory Board may be requested to leave the meeting.

Discussion by the Main Street Advisory Board of any item not on the agenda shall be limited to statements of specific information given in response to any inquiry, a recitation of existing policy in response to an inquiry, and/or a proposal to place the item on a future agenda. The presiding officer, during the Public Comments portion of the agenda, will call on those persons who have signed up to speak in the order they have registered.

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the November 14, 2023, Regular Meeting and November 5, 2023, Workshop Minutes.
- 1.2 Discuss, Consider and Possible Action approving a Business Incentive Grant at 417 St. George Street for \$52,000
- 1.3 Discuss, Consider and Possible Action regarding selecting Transformational Strategies for upcoming focus incorporating Four-Points to Main Street Revitalization
- 1.4 Discuss, Consider and Possible Action regarding the following documents:
 - (a) Mission Statement
 - (b) Main Street Board Bylaws
 - (c) Main Street and City of Gonzales Service Agreement
 - a. Adding special event verbiage
 - (d) Main Street and GEDC Service Agreement
 - a. Main Street Revitalization Incentive Programs Revisions
 - b. Scoring Metrics and Rubric
 - (e) Financial Control Policies
- 1.5 Discuss, Consider and Possible Action regarding successes and improvement opportunities, and action items of past month's Main Street event including:
 - (a) Come & Bake It – Friday, November 17th
 - (b) Sip, Shop, Savor Small Business Saturday - Saturday, November 25th
 - (c) Winterfest – Saturday, December 2nd
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- 1.6 Discuss, Consider and Possible Action regarding Yiftee Community Gift Card Program

- 1.7 Discuss, Consider and Possible Action regarding purchasing 2024 Christmas decorations and storage options for existing decorations
- 1.8 Discuss, Consider and Possible Action regarding end of year clean up
- 1.9 Discuss, Consider and Possible Action regarding the design and purchase of Gonzales Main Street shopping bags
- 1.10 Discuss, Consider and Possible Action regarding Cattle Country Music Festival

STAFF/BOARD REPORTS

- 2.1 Financial Reports:
 - A) Through November 30, 2023
- 2.2 Committee Reports
 - A) Business of the Month Committee
 - B) Merchant Relations Program Report from each Board Member
 - C) Texas Treasures Update
 - D) Veteran's Banners
- 2.3 Main Street Director's Report
 - DeWitt County Pecan Show
 - Goliad Main Street Visit
 - Cuero Main Street Visit
 - Ornaments for 2024
 - Handrails
 - Downtown Speakers
 - Volunteer Appreciation
 - Upcoming trainings

Martin Luther King March January 15th @ 10:00 am
- 2.4 Requests by board members for items on a future Main Street agenda
- 2.5 Set date and time for next meeting.

ADJOURN

I certify that a copy of the December 19, 2023, agenda of items to be considered by the Gonzales Main Street was posted on the City Municipal Building bulletin board on the 16th day of December 2023 at 5:30 p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

I further certify that the above agenda was removed on ____ day of _____, at _____. I further certify that the following News Media were properly notified of the above stated meeting: Gonzales Inquirer.

Kristina Vega
City Secretary, City of Gonzales

The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information