

**MAIN STREET ADVISORY BOARD MEETING
GONZALES MAIN STREET & ECONOMIC DEVELOPMENT OFFICE
305 ST. LAWRENCE STREET
THURSDAY, March 21, 2024, 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.

CONSENT AGENDA ITEMS

The Consent Agenda is considered self-explanatory and will be enacted by the Board with one motion. There will be no separate discussion of these items unless they are removed from the Consent Agenda upon the request of any Board Member.

- 1.1 **Minutes** – Approval of the minutes for the January 23, 2024 Regular Meeting.
- 1.2 **Financial Report** – Approval of the Financial Report ending January 31, 2024 & February 29, 2024
- 1.3 Discuss, Consider, and Possible Action on the Gonzales Main Street Educational Social Media Campaign.
- 1.4 Discuss, Consider and Possible Action on Gonzales Noon Lion's Club Request to borrow movie screen for their annual Drive-up Bingo Fundraiser to be held on March 23, 2024.

ACTION ITEMS

- 2.1 Discuss, Consider and Possible Action regarding Transformational Strategy focus and applicable work.
 - (a) Transformational Strategy #1, Goal #1 Revitalization Incentives – Metric to standardize evaluation
 - (b) Transformational Strategy #1, Goal #2 Utilize DowntownTX.org – Update on building database

- (c) Transformational Strategy #2, Goal #1- Beautification: Handrails, trashcans, & benches
 - (d) Transformational Strategy #2, Goal #2 – Heritage tourism/Business Support: Roundtable & Community Gift Card
- 2.2 Discuss, Consider and Possible Action regarding 2024 Sponsorship packets and solicitations
- a) Year Long – levels and benefits
 - b) Single Event – levels and benefits
 - c) Christmas Cutouts Sponsorship
 - d) Lighted Tree Sponsorship
- 2.3 Discuss, Consider and Possible Action regarding partnering with GEDC on Small Business Summit in lieu of Main Street Business Q1 Roundtable
- 2.4 Discuss, Consider and Possible Action regarding 4th of July pole decorations, Christmas lights over roadways, Christmas lights for squares and architectural lighting of downtown buildings.
- 2.5 Discuss, Consider and Possible Action regarding allowing Crystal Theater use of Main Street’s Eventeny software subscription.
- 2.6 Discuss, Consider and Possible Action regarding setting forth standards for the use of Main Street’s Assets.

STAFF/BOARD REPORTS

- 3.1 Committee Reports
- a) Business of the Month Committee
 - b) Merchant Relations Program Report from each Board Member
 - c) Building Inventory Report from each Board Member for DowntownTX Database.
 - d) Texas Treasures Update
 - e) Veteran’s Banners
- 3.2 Main Street Director to provide updates on:
- Ornaments for 2024
 - Upcoming trainings
- 3.3 Requests by board members for items on a future Main Street agenda
- 3.4 Set date and time for next meeting.

ADJOURN

I certify that a copy of the March 21, 2024, agenda of items to be considered by the Gonzales Main Street was posted on the City Municipal Building bulletin board on the 18th day of March, 2024 at 5:30 p.m. and remained posted continuously for at least 72 hours proceeding 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