

**MAIN STREET ADVISORY BOARD MEETING  
GONZALES MAIN STREET & ECONOMIC DEVELOPMENT OFFICE  
305 ST. LAWRENCE STREET  
THURSDAY, May 16, 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 April 25, 2024 Regular Meeting.
- 1.2 **Financial Report** – Approval of the Financial Report ending April 30, 2024

**ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action regarding a Business Incentive Grant at 623 St. Paul Street for \$52,000.00.
- 2.2 Discuss, Consider and Possible Action regarding a Business Incentive Grant at 726 St. Paul Street for \$17,910.00.
- 2.3 Discuss, Consider and Possible Action regarding Transformational Strategy focus and applicable work.
  - (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives
  - (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
  - (d) Transformational Strategy #2, Goal #2 – Heritage tourism/Business Support: Roundtable & Community Gift Card

- 2.4 Discuss, Consider and Possible Action regarding possible Fourth Thursday Event
- 2.5 Discuss, Consider and Possible Action regarding upcoming 4<sup>th</sup> of July Star Spangled Spectacular Event.
- 2.6 Discuss, Consider and Possible Action regarding Gonzales Main Street Inc. hiring and discussion of funding a professional bookkeeper.

**STAFF/BOARD REPORTS**

- 3.1 Committee Reports
  - Promotions Committee Report
    - Media Campaign/Opportunities
    - Business of the Month
    - Texas Treasures Update
    - Donation Solicitation
  - Economic Vitality Committee Report
    - Merchant Relations Program
    - Building Inventory Report for DowntownTX Database
  - Design Committee Report
    - Beautification
    - Wayfinding
  - Organization Committee Report
    - Veteran’s Banners
    - Asset Management
- 3.2 Main Street Director to provide updates on:
  - Main Street Now Conference Report
  - 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 May 16, 2024, agenda of items to be considered by the Gonzales Main Street was posted on the City Municipal Building bulletin board on the 13th day of May, 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.

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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