

**MAIN STREET ADVISORY BOARD MEETING
GONZALES MAIN STREET & ECONOMIC DEVELOPMENT OFFICE
305 ST. LAWRENCE STREET
THURSDAY, JULY 18, 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 May 16, 2024, Regular Meeting and the June 25, 2024, Regular Meeting
- 1.2 **Financial Report** – Approval of the Financial Report ending June 30, 2024

ACTION ITEMS

- 2.1 Discuss, Consider, and Possible Action authorizing the Board Chair to execute an Interlocal Agreement with Gonzales Independent School District for the creation of a Jr Main Street Board
- 2.2 Discuss, Consider and Possible Action regarding planning for upcoming events, including Rum Run, Come and Bake It, Sip – Shop - Savor Small Business Saturday, and Winterfest
- 2.3 Discuss, Consider and Possible Action regarding assisting with the GISD 2024 School Supply drive
- 2.4 Discuss, Consider and Possible Action regarding partnering with Latinos Unidos to host a September 16, 2024, Fiesta on St George Street.

- 2.5 Discuss, Consider and Possible Action regarding request to create an event during DeWitt Colony Symposium weekend September 27-29
- 2.6 Discuss, Consider and Possible Action regarding memorial bench program
- 2.7 Discuss, Consider and Possible Action regarding rebranding of Gonzales Main Street
- 2.8 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 DowntownTX 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

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
 - Asset Management
- 3.2 Gonzales Economic Development Director and Interim Gonzales Chamber of Commerce Director will provide updates regarding projects GEDC Projects and Tourism updates.
- 3.3 Main Street Director Report
 - Parliamentary Procedure Training
 - Yiftee BOGO Incentive
- 3.4 Requests by board members for items on a future Main Street agenda
- 3.5 Set date and time for next meeting.

ADJOURN

I certify that a copy of the July 18, 2024, agenda of items to be considered by the Gonzales Main Street was posted on the City Municipal Building bulletin board on the 15th day of July 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