

CITY OF GONZALES, TEXAS
GONZALES MAIN STREET ADVISORY BOARD MEETING
VIA TELEPHONE CONFERENCE
SPECIAL CALLED MEETING MINUTES – October 20, 2020

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CALL TO ORDER

Chairman Gregory Webb called the Main Street Meeting to order on October 20, 2020 at 5:06 pm. The following board members were present constituting in a quorum: Connie Dolezal, Meena Patel, Carlos Camarillo, Amy Cernosek, Tiffany Hutchinson, Becky Eldridge. D'Anna Robinson called in. Also present was Liz Reiley, Main Street Director, Britney Caka, Carla Faltisek, Christine Presley, Sharon Russell, Daisy Scheske.

Board Member Debbie Tolliver has submitted her resignation via email effective October 19, 2020; Board Member Connie Dolezal has voiced that she too will be resigning, receipt of resignation is pending.

HEARING OF RESIDENTS

Temporarily suspended.

APPROVAL OF MINUTES

1. Approval of October 13, 2020 Advisory Board Meeting Minutes. No changes were made. Meena Patel moves to accept the October 13, 2020 Board Meeting Minutes as is, Amy Cernosek seconded. The motion carried by unanimous vote.

ITEMS TO BE CONSIDERED

2. **Discuss, Consider, and Possible Action regarding Main Street Advisory Board Officer Positions & new Board Members.**

Ballots to vote were in packet, however this matter was tabled due to the resignations of current Board Member Debbie Tolliver; and the impending resignation of Connie Dolezal. Director Liz Reiley will be advising the City Secretary of the resignations. Director Liz Reiley will request that the matter to fill the vacant seats be put on the City Council agenda for November 12, 2020. Once all the vacant seats are filled, the entire Board will be able to vote for the positions of Chairperson, Vice-Chairperson, Secretary and Treasurer.

3. **Discuss, Consider, and Possible Action regarding Christmas Window Decorating/Display Contest.**

Discussion was had. Amy Cernosek makes a motion to hold the window decorating contest, with amending the scoring method. Tiffany Hutchinson seconded. The motion carries by unanimous vote. Amy Cernosek has taken on amending the scoring statement of the window decorating contest, and will report back to the Board for approval.

4. **Discuss, Consider, and Possible Action regarding Gonzales Main Street Winterfest Celebration.**

An extensive and detailed discussion was held. Board Members have agreed to continue discussion and have tasks to complete. Board Members would like to extend Winterfest 2020 for December 4, and 5th 2020. D'Anna Robinson moves to extend 2020 Winterfest Events to include Friday, December 4, 2020. Amy Cernosek seconded. The motion carried by unanimous vote. This will need City Council approval. Director Liz Reiley will have this matter added to the City Council agenda for November 12, 2020. In the meantime, Board Members will continue to plan for Winterfest, and work with each other to lay out a schedule of events. Board Members will communicate with each other, and Director Liz Reiley to continue to move forward. Next Meeting to firm up Winterfest Plans will be held on November 5, 2020 at 5:00 pm, at City Hall.

5. **Discuss, Consider, and Possible Action regarding Gonzales Main Street advertising with Community Matters in new County/City Map.**

Sharon Russell gave a presentation to the Board regarding advertising for the 2020 Gonzales County/City Map. Ms. Russell stated she would negotiate a good deal for Main Street to place a full panel ad. This map is distributed to 50+ points of interest for a period of 18 months, there will also be a digital map that Ms. Russell will include for Main Street in the negotiated price. The online map can be amended as necessary and as often as wanted. This will help to keep current events for Main Street up to date. Ms. Russell stated she would offer Main Street a prime location for a full panel ad for the price of \$1600.00 plus the \$150 for the online portion. Discussion was held. Tiffany Hutchinson moves to have Main Street work with Sharon Russell of Community Matters to place an ad, with a budget limited to \$1500.00 (Fifteen hundred dollars). Amy Cernosek seconded the motion. The motion carries by unanimous vote. Director Liz Reiley will be working directly with Sharon Russell in order to draft up ad.

6. **Discuss, Consider, and Possible Action regarding Gonzales Main Street Stage recommendation for use to City Council.**

Tiffany Hutchinson moves to have Main Street give in kind to the community to use the Main Street stage with a damage deposit, necessary insurance coverage, along with clarifying that this is the City's responsibility to keep the calendar of scheduled events, tow, set up, take down and store the stage, so as long as use of the stage does not interfere with the Main Street Board events. Carlos Camarillo seconded. Amy Cernosek and Gregory Webb voted no for this motion to move forward. Discussion was had. Additional questions about the current ownership of the Stage, along with insurance coverage, Stage registration, etc., was brought up. Clarification with the City is needed on a number of issues. Who is listing the Stage as an asset, registration, title, as

well as if the Stage is street legal. Meena Patel moves to table this line item until the regularly scheduled November meeting. Due to needing additional information, direction and guidance from City Council as to ownership, registration and insurance of the Stage as it is today. Amy Cernosek seconded. The motion carries by unanimous vote.

7. Discuss, Consider, and Possible Action regarding adding benches to the Texas Heroes Square.

Director Liz Reiley stated that she was approached by a donor to have 2 (two) benches placed in the Texas Heroes Square. Director Liz Reiley stated this would be a great addition, however we would need more than 2 (two). Director Liz Reiley will be getting some bids, and will present her findings back to the Board, as well as to the donor. Discussion of who would install the benches came up, and Director Liz Reiley stated she would discuss it with the City Parks and Recreation Department. Carlos Camarillo moves to move forward with requesting bids for benches in the square. Amy Cernosek seconded. The motion carries by unanimous vote.

REPORTS:

8. Line Items 10,11, 12, 13: Promotion Committee Report:

None to report at this time.

9. Organization Committee Report – Main Street Advisory Board Sub-Committee(s) and roles.

- a. Sip & Stroll Black Friday: D’Anna Robinson gave a report as to how she has a lot of the downtown businesses on board. D’Anna Robinson listed some of the businesses by name. D’Anna Robinson knows about the \$100 budget, and with that in mind will use local businesses to help promote this event in regards to flyers, and will use social media. Meena Patel stated she will donate the cups and lids for the hot beverages. The event will take place on November 27, 2020 from 11 am to 3 pm. D’Anna Robinson stated she will reach out to the Chamber for business map to highlight all the participating businesses.
- b. Meena Patel reported that she has reached out to two Film Licensing Corporations about quotes for a few popular holiday movies. Board Members voted to show Home Alone. Meena Patel reported that Best Western Regency Inn & Suites will sponsor the movie for Winterfest. Should City Council allow Winterfest to be extended to include Friday, December 4, 2020. Licensing for said movie will be retained. Meena Patel will work directly with Director Liz Reiley to secure this event.

10. Design Committee Report – Matter was inadvertently overlooked at October 20, 2020 meeting.

11. A: Gregory Webb: Lights Texas Heroes Square: Gregory Webb gave a report on the Christmas Lights. Discussion was had. Board Members decided to view the lights in the trees and in the Square on October 25, 2020 at 2:00 pm, in order to have a better idea of how to proceed. Matter to be added to next meeting’s agenda for further discussion.

12. Economic Vitality Committee Report – None

13. **Financial Report for the month of September:** Matter to be tabled until November 5, 2020 meeting.

14. **Main Street Manager Liz Reiley’s Report: Director Liz Reiley gave a brief report on items listed in the agenda.**

Requests by Board Members for items on future agendas.

Winterfest will continue to be on the agenda until event date;

Main Street Stage and how Main Street will work with the City to determine use of it by the community;

Election of Board Members, once City Council appoints vacant seats;

13. Set Date and Time for Next Meeting.

November 5, 2020 at 5:00 p.m. at City Hall.

ADJOURN

No further matters were discussed. Meena Patel moved to adjourned the meeting at 7:21 pm, Gregory Webb seconded.

Liz Reiley, Main Street Manager

Gregory Webb, Chairperson

Meena Patel, Secretary