

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – December 17, 2024**

The regular meeting of the Main Street Advisory Board was held on **December 17, 2024**, at 5:42 p.m. at the Gonzales City Municipal Building located at 820 N St. Joseph Street. This was an OPEN MEETING, open to the public, subject to the open meeting laws of the State of Texas, and, as required by law, was duly posted at the Gonzales Municipal Building giving notice of the time, date, place, and agenda thereof. The meeting notice, agenda, and agenda packet were posted online at [www.gonzales.texas.gov](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Acting Chairperson Peeler called the meeting to order at 5:30 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Amy Peeler	Board President/Chairperson	Present
Kayla Craven	Board Vice President/Vice Chairperson	Present
Glori Wyatt	Board Secretary	Present
Brandon Page	Board Treasurer	Absent
Joey Moss	Board Member	Present
Linda Brown	Board Member	Present
Charles Kerr	Board Member	Present
Rebecca Martinez	Board Member	Absent
Greg Webb	Board Member	Absent

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Councilwoman Miller  
Harold Strom & Jerri Biddle

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

- 1.1 **Minutes** – Approval of the minutes for the November 19, 2024, Regular Meeting.
- 1.2 **Financial Report** – Approval of the Financial Report ending November 30, 2024

**CONSENT AGENDA ITEMS: Item 1.1 & 1.2**

**APPROVED**

Board Member Moss moved to approve the November 19, 2024, Regular Meeting Minutes and approve the Financial Report ending November 30, 2024. Board Member Moss made a motion to approve the consent agenda items. Board Member Brown seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

## **ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action regarding a Revitalization Incentive Fund request submitted by Guillermo Palomera, Willis Sports Bar for 810 St Paul Street in the approximate amount of \$50,000.00

### **ACTION 2.1**

**TABLED**

Applicant did not provide required information. Agenda item will not be considered

- 2.2 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work: Identify at least two (2) Main Street Transformational Strategies, applicable goals, and work

### **ACTION 2.2**

**APPROVED**

Board Chair Peeler suggested to keep the same two strategies, change goals. Put the strategy #2 from last year into the Strategy #1 place. Board members engaged in discussion to identify two (2) Transformational Strategies, applicable goals and work. Staff provided the strategy notes discussed at the November 11, 2024 workshop including: **2024-2025 Main Street Focus Ideas** - DowntownTX.org: Building Inventory, Building Owners, For sale or lease buildings. Wayfinding – EDC, City, Tourism. Signage – EDC: Update existing signs and lighting, Mini Grants through GEDC work on guidelines (no neon, etc.), Flowerpot signs for Main Street Businesses. Shop Crawls: February – Valentines Chocolate Crawl, May – Mother’s Day Flower Crawl, October – Rum Run, Summer?? – Night event, June?? - Father’s Day, Dinner on Main, Farmer’s Market, Scavenger Hunt – Digital or stickers to collect, **Bicentennial Focus:** Art Project - Tiles on the wall near the restrooms at the Fire Station – use ceramic tiles (4x4) from Purple Cactus. “What does Gonzales Mean To You?” \$8.00 per tile, Repair and rededicate the mural on City Hall. Informational Sign with QR Code in Main Street – update quarterly: List of Main Street Businesses, Map, Things to do in Downtown, Upcoming Events, “Shop with us First”. Promotion: Professional Content, Connect with influencers online, Grants/funds for promotion, Great Day S.A. promotion. Survey businesses. Toot our own horn. Create an informational website or rack card to highlight projects by Gonzales Main Street.

Board agreed to create the following focuses: Transformation Strategy #1: Historic Preservation – Downtown Revitalization: Goal 1 - Build DowntownTX.org building database. Create a “welcome package” for new businesses to our downtown area Goal 2 - Work with GEDC to promote updated signage grant. Transformation Strategy #2: 2025 Bicentennial Focus: Preserving Heritage – Placemaking & Promotion: Creating Unique Experiences, Inviting Spaces, and Welcoming Downtown Goal - 1 Enhance Heritage Tourism through 2025 Bicentennial focus on museum district, downtown beautification, and promotion of shop local campaigns through targeted events and unique experiences. Create a more welcoming, user-friendly website. Goal 2 - Bicentennial Art Project and installation, Memorial Bench Project, and Museum District. Board directed Staff to create a proposed Transformation Strategy and workplan to be presented at next month’s meeting. Board Member Moss made a motion to approve. Board Member Wyatt seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

## **STAFF/BOARD REPORTS**

- 3.1 Committee Reports – postponed until next meeting  
Board Member Brown reported on Business of the Month:  
Crystal Theater – January  
Alcalde Hotel – February

Lynn Theater – March  
Possibly  
Le Ann Wolff CPA  
HA Country Nails  
Lindas Nails

Texas Treasures – wait until after the first of the year to plan an open house  
New Business opening: Hard Times Tavern at 350 St George – opening in January  
Sips and Grins Internet and Beverage Café 342 St George – opening in February  
Non-compliant Performance Agreement – with attorney  
Jr Main Street Board – Summer Throwdown celebration May 31, 2025

3.2 Main Street Director Report

Winterfest – considering weather, it seemed to be a success. 950 attendees this year vs. 1200 last year. Golden ticket for trolley was a huge hit. Decorations that were funded in July are now hanging on the poles. Christmas cut outs are out. It would be a nice gesture to offer complimentary time next year (for the new businesses). Parade awards were hard to pass out at the beginning. Needed at least 30 extra minutes for the judging. How to get the parade route cleared?

3.3 Requests by board members for items on a future Main Street agenda

Welcome Packet for New Businesses  
Texas Treasure Awards – Halamicek open house celebration  
Committees, Budgets, Events

3.4 Set date and time for next meeting:

Tuesday, January 21, 2025, 5:30pm – City Hall

**ADJOURN**

A motion by Board Member Craven and a second by Board Member Moss, the meeting adjourned at 6:40 p.m. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 6 to 0.

Approved this 17<sup>th</sup> day of December 2024

---

Amy Peeler  
Board Chairperson, Gonzales Main Street Board

Attest:

---

Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales