

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – February 20, 2025**

The regular meeting of the Main Street Advisory Board was held on **February 20, 2025**, at 5:30 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.

CALL TO ORDER

Acting Chairperson Peeler called the meeting to order at 5:39 p.m. and a quorum was certified.

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

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Kena May
Isaac Anzuldua
Roilene Sullivan
David Dement
Harold Strom & Jerri Biddle

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

- 1.1 **Minutes** – Approval of the minutes for the January 29, 2025, Regular Meeting.
- 1.2 **Financial Report** – Approval of the Financial Report ending February 19, 2025

CONSENT AGENDA ITEMS: Item 1.1 & 1.2

APPROVED

Board Member Webb moved to approve the January 29, 2025, Regular Meeting Minutes and approve the Financial Report ending February 19, 2025. Board Member Martinez seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

ACTION ITEMS

- 2.1 Discuss, Consider and Possible Action regarding a Revitalization Incentive Fund request submitted by DeMent & Company, LLC for 301-311 St George Street in the approximate amount of \$52,000.00.

ACTION 2.1

APPROVED

Mr Dement discussed the vision for the building at 301-311 St George Street commonly known as the “Old Bus Station”. The building needs to be weatherproofed by fixing the roof, installing new doors, and securing the windows. This is the first phase in revitalizing this building. It is currently being used as commercial retail space for the Dement & Company business. Future plans include first floor retail space and second floor living space. The board engaged in discussion about bringing St George Street to life and how this building contributes significantly to our history and our focus on saving buildings and revitalizing spaces. Board Member Wyatt motioned to approve the request for \$52,000.00 Revitalization funds. Board Member Martinez seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.2 Discuss, Consider and Possible Action regarding design for stage banner

ACTION 2.2

TABLED

The Main Street stage is in need of a new banner. One conceptual design was submitted. Board member Webb made the motion to table this item until next meeting to allow the design committee more time to come up with additional design ideas. Board member Wyatt seconded the motion. Chairperson Peeler called for a roll call vote to table the item. For: Unanimous. Item tabled 6 to 0.

- 2.3 Discuss, Consider and Possible Action upcoming events

ACTION 2.3

APPROVED

The Board engaged in discussion regarding upcoming events for Texas Independence Week, the Bicentennial Block Party, and the Texas Independence Relay. Support for these events are set up and tear down volunteer time needed. It was suggested to host a series of business round tables to allow for local businesses to learn more about the Biker’s Roundup and upcoming events. Dates suggested: Tuesday, March 4th @ 2:00pm, Tuesday, March 11 @ 6:00pm, and Thursday, March 13 at 12:00pm. This will give a broad option of times for participants. Board member Wyatt made a motion to approve the Roundtable dates and times. Board member Martinez seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.4 Discuss, Consider and Possible Action regarding Transformational Strategy Focus and applicable work

ACTION 2.4

APPROVED

Next steps in the Transformational Strategies were discussed. It was suggested to create a “Welcome to Gonzales” packet to include: Resources for the City, Local Main Street Reps, Other Business Owners, and How to sign up for the Chamber of Commerce. Board Member Page made a motion to approve a Welcome Packet. Board member Webb seconded the motion. Additional discussion was had by the board on steps in signage, Farmer’s Market, and alternate locations for an art installation. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.5 Discuss, Consider and Possible Action regarding Sponsorship Packets

ACTION 2.5

APPROVED

Director Padilla presented the 2025 Sponsorship Solicitation Packet. The Board engaged in discussion about benefits and amounts. Board member Wyatt made a motion to approve the sponsorship packet

as presented. Board member Martinez seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

STAFF/BOARD REPORTS

- 3.1 Business of the Month – Lynn Theater for March.
 - Possibilities for next Business of the Month: Mi Lupitas, ReMax, LeAnne Wolff
 - Texas Treasures – Board Member Kraven not present to give report
 - Merchant Relations Program – Board Members were given newsletters to give to Merchants
 - Jr Main Street Board – nothing to report

- 3.2 Main Street Director Report
 - Upcoming City, Tourism, and Public Events 4-12 months
 - Update on Possible Art Installation
 - Revitalization Funds Report
 - Beautification Projects Report

- 3.3 Requests by board members for items on a future Main Street agenda
 - Roundtables
 - Signage guidelines
 - Banner for Stage

- 3.4 Set date and time for next meeting:
 - Thursday, March 27, 2025, 5:30pm – City Hall

ADJOURN

A motion by Board Member Kerr and a second by Board Member Martinez, the meeting adjourned at 7:08pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 6 to 0.

Approved this 20th day of February 2025

Amy Peeler
Board Chairperson, Gonzales Main Street Board

Attest:

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales