

CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – January 23, 2024

The regular meeting of the Main Street Advisory Board was held on **January 23, 2024**, at 5:30 p.m. at the Gonzales Main Street and Economic Development Office located at 305 Saint Lawrence 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 time, date, place, and agenda thereof. The meeting notice, agenda and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

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

Attendee Name	Title	Status
Britney Caka	Chairperson	Absent
Valorie Daniel	Board Member	Absent
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Present
DeDe DeStefano	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

PUBLIC COMMENTS

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the December 19 and November 14, 2023, Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

Board Member Brown moved to approve the December 19 and November 14, 2023, Regular Meeting Minutes. Board Member Moss seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.2 Discuss, Consider and Possible Action regarding moving applicable items to “consent agenda” items on future agendas.

ACTION: Item 1.2

APPROVED

Main Street Director Padilla informed the board that consented agenda items are items that are self-explanatory. She stated it would help move meetings quickly if these items are sent out in advance and discussed quickly at the beginning of the meeting. These items can be pulled out individually by board members if need be. Board Member Moss made a motion to approve moving applicable items to “consent agenda” items on future agendas, Board Member DeStefano seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.3 Discuss, Consider and Possible Action regarding Transformational Strategy focus and applicable work.

ACTION: Item 1.3

DISCUSSION ONLY

Main Street Director Padilla showed the board the work plan that was submitted to Main Street America and the strategies/goals being worked on. The board discussed creating a Main Street social media campaign to inform the public about Main Street.

- 1.4 Discuss, Consider and Possible Action regarding DowntownTX.org database and consideration of “Imagine the Possibilities Tour” offered by Texas Downtown Association.

ACTION: Item 1.4

APPROVED

Main Street Director Padilla informed the board about DowntownTX.org. She showed them the website and explained that this is a service via Texas Main Street. This website shows buildings for sale and lease in historic downtowns. She asked board members to take pictures of Main Street’s Historic Buildings. This tour is during May and October and information has to be submitted beforehand. She suggested having this tour in 2025 during the bicentennial year celebration. Board Member Peeler made a motion to approve an “Imagine the Possibilities Tour” offered by Texas Downtown Association in October 2025. Board Member Moss seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.5 Discuss, Consider and Possible Action regarding 4th of July Pole decorations and lights across the roadways

ACTION 1.5

DISCUSSION ONLY

Main Street Director Padilla explained that there are decorations that could be used in various applications during the 4th of July event. A quote has been put out to build the brackets to hang some of the decorations.

- 1.6 Discuss, Consider and Possible Action regarding Yiftee Community Gift Card Program

ACTION 1.6

DISCUSSION ONLY

Main Street Director Padilla asked board members to follow-up with Main Street businesses to inform them about this program.

- 1.7 Discuss, Consider and Possible Action regarding next Business Roundtable

ACTION 1.7**TABLED**

Board Member Craven explained that the board previously discussed hosting a Roundtable Discussion every quarter. The board was asked to survey their businesses to gather information about when best to host this event.

- 1.8 Discuss, Consider and Possible Action regarding ideas for Main Street’s contribution to 2025 Bicentennial Celebration.

ACTION 1.8**DISCUSSION ONLY**

The board previously discussed and approved an “Imagine the Possibilities Tour”.

- 1.9 Discuss, Consider and Possible Action regarding hosting a Spring Main Street Event

ACTION 1.9**TABLED**

The board previously discussed hosting an event in the Spring. The board discussed talking about having a Entrepreneur Market and if they would participate.

- 1.10 Discuss, Consider and Possible Action regarding the 2024 Discover Magazine Ad

ACTION 1.10**DISCUSSION ONLY**

Main Street Director Padilla reminded the board that Main Street previously had a couple of pages in the 2023 Discover Magazine Ad. The cost is \$650 to run an ad. Board Member Moss moved to approve running a \$650 ad in the 2024 Discover Magazine. Board Member DeStafano seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

STAFF/BOARD REPORTS

- 2.1 Financial Reports:

A) Financials through December 31, 2023 were reviewed.
Statement of Activity for January through December

- 2.2 Committee Reports

(A) Business of the Month Committee – Board Member Brown stated that the board needed to discuss the next few businesses of the month. The board agreed to the following: February – John’s Flowers, March – Southwest Engineers, April – Floyd and Kintz, PC, CPAs

(B) Merchant Relations Program Report – Board Member Craven informed the board that the Glam Room Boutique and Studio E are closing.

(C) Texas Treasures Update – no update

(D) Veteran’s Banners – no update

- 2.3 Main Street Director Report

Main Street Director Tiffany Padilla updated the board that Main Street should be accredited this year, because the organization has met all the metrics. She has attended a Connect with Gonzales meeting. This meeting is for various organizations in Gonzales to come together more and be more supportive of each other. This group has proposed a combined newsletter. She showed the board the new brands created for GEDC by

Building Brands. The board discussed altering their brand. Handrails are starting to be removed and painted. Trashcans, more handrails and adding benches are all being quoted and then taken to GEDC. The board agreed to pause the Main Street shopping bag order until a logo was finalized. The grant application for speakers is underway. She will be asking for fund with the artwork and creation of a billboard. This billboard will be to drive people downtown.

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

- Board Member Craven suggested round table scheduling as it was tabled.
- Board Member Craven suggested the Spring Main Street event as it was tabled.
- Board Member Craven suggested changing Main Street's logo
- Board Member Craven suggested promotional tents for Yiftee

2.5 Set date and time for next meeting.

Thursday, February 15 at 5:30pm.

ADJOURN

A motion by Board Member Craven and a second by Board Member DeStefano, the meeting adjourned at 7:08 pm. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

Approved this 16th day of January 2024

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales