

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – January 29, 2025**

The regular meeting of the Main Street Advisory Board was held on **January 29, 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 | Present |
| Linda Brown | Board Member | Absent |
| Charles Kerr | Board Member | Present |
| Rebecca Martinez | Board Member | Absent |
| Greg Webb | Board Member | Present |

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Jr Main Street Board Members

Brooklyn Condel

Emily Hull

Megan Tenberg

Jayla Flores

Harold Strom & Jerri Biddle

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

1.1 **Minutes** – Approval of the minutes for the December 17, 2024, Regular Meeting.

1.2 **Financial Report** – Approval of the Financial Report ending January 28, 2025

CONSENT AGENDA ITEMS: Item 1.1 & 1.2

APPROVED

Board Member Wyatt moved to approve the December 17, 2024, Regular Meeting Minutes and approve the Financial Report ending January 28, 2025. Board Member Moss 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 allowing the Lynn Theater to sell 2023 ornaments on consignment.

ACTION 2.1

APPROVED

Director Padilla explained that we have 77 Lynn Theater Ornaments left. The Lynn would like to sell the ornaments on consignment for \$20 purchase price to them, then they could mark them up as they see fit. Board Member Webb motioned to approve allowing the Lynn Theater to sell the 2023 ornaments on consignment. Board Member Kerr seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 2.2 Discuss, Consider and Possible Action regarding amending performance agreements for 417 St George Street and 703 St Paul Street.

ACTION 2.2

APPROVED

Director Padilla explained that the work on both properties has been delayed due to weather and other factors. They are asking for a 60-day extension at 417 St George and a 90-day extension at 703 St Paul. Board member Wyatt made a motion to extend the Performance Agreements accordingly. Board Member Page seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

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

ACTION 2.3

APPROVED

The banner previously displayed across the stage has been removed due to wear and tear. Board member Webb made a motion to have the Design Committee work on a new design for the stage banner. Board member Moss 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

Transformation Strategies and workplan were presented by Director Padilla. Board member Page made a motion to discuss. Board member Wyatt seconded the motion. Board discussed Transformational Strategies in 1) Historic Preservation – Downtown Revitalization and 2) 2025 Bicentennial Focus: Preserving Heritage – Placemaking: Creating Unique Experiences, Inviting Spaces, and Welcoming Downtown. Ideas for supporting work in various goals and ideas including: Info sign with QR code to website, welcome flags for businesses, Mural Mosaic art project, welcome to Main Street Packets, Honor our Veteran’s Project, Memorial Bench Project, Legacy in Lights project. After discussion, Board member Wyatt made a motion to approve the proposed Transformational Strategies and work plan as presented. Board member Webb seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 2.5 Discuss, Consider and Possible Action regarding 2025 Events, Budget, and Sponsorship Solicitations.

ACTION 2.5

APPROVED

Board engaged in discussion regarding upcoming events. They felt that the Valentine Shop Crawl may be too tight of a turnaround to promote this year. All other proposed events and shop crawls were agreed upon. Additional events including Father’s day event, dinner on main, farmer’s market, National Biker’s Rally event, Downtown Spooktacular, and movies at the museum will be discussed as we identify committees and additional partners. The board also engaged in discussion about the 2025 budget and

sponsorship solicitations. Proposed budget and sponsorships will be presented at the next meeting. Board member Peeler made a motion to approve items as discussed. Board member Webb 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 – Alcalde Hotel for February
 - Texas Treasures – Board Member Kraven not present to give report
 - Merchant Relations Program – Board Members request a newsletter with Main Street Happenings to hand out to merchants next month
 - Jr Main Street Board – Youth from the Jr Main Street Board discussed their Summer Throwdown Event

- 3.2 Main Street Director Report
 - Main Street America Accreditation Report was submitted
 - Report on Revitalization Funds Provided
 - Beautification Report Provided

- 3.3 Requests by board members for items on a future Main Street agenda
 - Banner options for stage
 - Newsletter/Info to give to Merchants
 - Signage grant details

- 3.4 Set date and time for next meeting:
 - Thursday, February 20, 2025, 5:30pm – City Hall

ADJOURN

A motion by Board Member Page and a second by Board Member Wyatt, the meeting adjourned at 7:42 p.m. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 6 to 0.

Approved this 29th day of January 2025

Amy Peeler
Board Chairperson, Gonzales Main Street Board

Attest:

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales