

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – July 18, 2024**

The regular meeting of the Main Street Advisory Board was held on **July 18, 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 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

Chairperson Caka called the meeting to order at 5:33 p.m. and a quorum was certified.

Attendee Name	Title	Status
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Present
Mario De La Santos	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Vandy – Gonzales Inquirer
Rebecca Martinez – Latinos Unidos

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

- 1.1 **Minutes** – Approval of the minutes for the May 16, 2024, Regular Meeting and the June 25, 2024, Regular Meeting

ACTION: Item 1.1

APPROVED

Board Member Peeler moved to approve the June 25, 2024, Regular Meeting Minutes and table the May 16, 2024, Meeting Minutes. Board Member Craven seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 1.2 **Financial Report** – Approval of the Financial Report ending June 30, 2024

ACTION: Item 1.2

APPROVED

Board Member Peeler made a motion to approve the Financial Report ending June 30, 2024. Board Member Craven seconded the motion. Acting Chairperson Moss called for a vote. For: Unanimous. The motion passed 5 to 0.

ACTION ITEMS

- 2.1 Discuss, Consider, and Possible Action authorizing the Board Chair to execute an Interlocal Agreement with Gonzales Independent School District for the creation of a Jr Main Street Board

ACTION 2.1

APPROVED

Discussion: Bylaws do not need to be updated because an ILA between the City and GISD will allow for the creation of the Jr Main Street Board. Board members reviewed the ILA. Board Member DeLaSantos made a motions to execute an Interlocal Agreement with Gonzales Independent School District for the creation of a Jr. Main Street Board. Board Member Moss seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 2.2 Discuss, Consider and Possible Action regarding planning for upcoming events, including Rum Run, Come and Bake It, Sip – Shop - Savor Small Business Saturday, and Winterfest

ACTION 2.2

APPROVED

The Board engaged in discussion for upcoming events and identifying chairpersons for the events.
Rum Run: Linda will chair this event. Board members agreed to reach out to the business to see if they are interested in participating. Amy will check with the 800 block to see if they would like to start there. Board member DeLaSantos motioned to approve setting the Rum Run date for October 19, 2024. Board Member Moss seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.
Come & Bake It: committee will meet next Thursday. Will have it at the Chamber Building. Date will be November 25, 2024.
Sip-Shop-Savor Small Business Saturday, November 30, 2024: Kayla will chair this event. Board will push out advertising. Consider a scavenger hunt, offer Main Street Bags.
Winterfest: December 7, 2024. TXGN would like to bring in Santa on the locomotive on Friday evening, December 6, 2024, and let the kids meet Santa. Will leave the locomotive at the Depot and keep it lighted so families can go take pictures. TXGN plans to refurbish the depot, and we can consider putting our Santas Letters box there. Board Member Moss motioned to approve allowing TXGN to have our Santas Letters mailbox at the depot. Board Member DeLaSantos seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.
Board Member DeLaSantos offered to chair the Christmas Cutouts program for Winterfest. Board Member Craven offered to assist with the entertainment for Winterfest and reach out to entertainer John Brewer. Will have 5D Tavern, DJ, kid’s activities, vendors, petting zoo, kid-crafts, lighted Christmas parade. Board member Moss made a motion to approve Winterfest event activities as discussed and send to City Council. Board Member DeLaSantos seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

- 2.3 Discuss, Consider and Possible Action regarding assisting with the GISD 2024 School Supply Drive

ACTION 2.3

DISCUSSION ONLY

Previous board chair offered sponsorship from Gonzales Main Street. The need is just for volunteers, not for monetary donations. Board Member Moss will reach out to the organizer to verify the need.

- 2.4 Discuss, Consider and Possible Action regarding partnering with Latinos Unidos to host a ~~September 16, 2024~~ September 14, 2024, Fiesta on St George Street.

ACTION 2.4

APPROVED

Guest Rebecca Martinez would like to partner with Gonzales Main Street to host the first ever Gonzales Las Fiesta Patrias. It will be held on the 300 block of St George Street. Board Member DeLaSantos made a motion to be a partner with Latinos Unidos to host the Las Fiesta Patrias celebration offering use of the Main Street stage and promotion and advertising to co-host the event. Main Street Businesses can have a free vendor booth. Board Member Peeler seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.5 Discuss, Consider and Possible Action regarding request to create an event during DeWitt Colony Symposium weekend September 27-29

ACTION 2.5

NOT APPROVED

Discussion among the board that we already have all our events planned and budgeted for the year. We are happy to partner with other entities for new events, but do not feel that creating an additional event is the highest and best use of our time and resources. Board Member Peeler motioned we pass on creating an event during the DeWitt Colony Symposium weekend. Board Member Brown seconded the motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.6 Discuss, Consider and Possible Action regarding memorial bench program

ACTION 2.6

APPROVED

Discussion regarding offering a special emblem or brand on the Memorial Bench program for the Bi-Centennial Year in 2025. Board Member Moss motioned to approve the Bi-Centennial Bench Program. Board Member DeLaSantos seconded the motion. After discussion Board Member Moss amended the motion to offer the bench program on an ongoing basis, but for 2025 to promote a Bi-Centennial Bench with a special logo. Board Member DeLaSantos seconded the amended motion. Acting Chairperson Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.7 Discuss, Consider and Possible Action regarding rebranding of Gonzales Main Street

ACTION 2.7

DISCUSSION ONLY

Board was presented with the brand guidelines established by GEDC. We would like a unified image and continuity across the entities. Director Padilla to bring ideas to the board next month.

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

- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives
- (b) Transformational Strategy #1, Goal #2 - Utilize DowntownTX.org – Building Inventory Report for DowntownTX Database from each board member
- (c) Transformational Strategy #2, Goal #1 – Beautification: Handrails, trashcans, & benches.
- (d) Transformational Strategy #2, Goal # 2 – Heritage tourism/Business Support: Roundtable & Community Gift card.

ACTION 2.8

DISCUSSION ONLY

Director Padilla updated the Board on letters of intent received. No updates on building inventory for DowntownTX.org. Handrails are currently being installed; benches will be delivered mid-September. Will

reach out to attorney regarding Performance Agreement in default. Yiftee gift-card, possible \$50,000.00 USDA grant to provide matching funds.

STAFF/BOARD REPORTS

3.1 Committee Reports

Promotions Committee Report

Media Campaign/Opportunities

Business of the Month - Seydler Hill Funeral Home (August), Shear Design (September), Running M (October), Angels & Outlaws (November)

Texas Treasures Update – no update

Donation Solicitation - ongoing

Economic Vitality Committee Report

Merchant Relations Program

Building Inventory Report for DowntownTX Database

Design Committee Report

Beautification

Wayfinding

Organization Committee Report

Asset Management

3.2 Gonzales Economic Development Director and Interim Gonzales Chamber of Commerce Director will provide updates regarding projects GEDC Projects and Tourism updates.

3.3 Main Street Director Report

Parliamentary Procedure Training

Yiftee BOGO Incentive

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

Rum Run

Christmas in July 2025

618/620 Grant update

Vote on Officers, Committee Assignments, Main Street Representation Map

Asset Management Agreement

3.5 Set date and time for next meeting:

Tuesday, August 20, 2024, 5:30pm

ADJOURN

A motion by Board Member Peeler and a second by Board Member Moss, the meeting adjourned at 7:04 p.m. Board Member Moss called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

Approved this 18th day of July 2024

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales