

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – March 27, 2025**

The regular meeting of the Main Street Advisory Board was held on **March 27, 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](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Board 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	Absent
Brandon Page	Board Treasurer	Present
Joey Moss	Board Member	Present
Linda Brown	Board Member	Present
Charles Kerr	Board Member	Present
Greg Webb	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Harold Strom & Jerri Biddle  
Billy Horton  
Adrienne Hastings

**PUBLIC COMMENTS**

Adrienne Hastings gave a presentation proposing a partnership with the Gonzales Main Street Program to support a Ms. Gonzales Pageant. No funding would be requested from Main Street; the program would simply serve as the hosting organization. Funds would be raised under the Main Street umbrella and awarded as scholarships to participating youth. As part of the proposal, the court would serve as ambassadors for Main Street—attending local events and representing Gonzales at neighboring parades and county functions. If approved, Ms. Hastings would provide monthly updates on the program’s progress. Given that this is the Bicentennial year, the timing presents a unique and meaningful opportunity. The proposed date for the pageant is September 26. Once the court is selected, titleholders would advance to compete in the Ms. Texas Pageant, adding further legitimacy to the effort. The structure would include three divisions: Ms. Gonzales, Jr. Ms. Gonzales, and Little Ms. Gonzales. Participants would raise funds through sponsorships and ad sales. Sarah Rowlands, Director of the Texas Jr. High Rodeo Pageant, would serve as Co-Director of the event.

**CONSENT AGENDA ITEMS**

1.1 **Minutes** – Approval of the minutes for the February 20, 2025, Regular Meeting.

1.2 **Financial Report** – Approval of the Financial Report ending March 19, 2025

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

**APPROVED**

Board Member Craven moved to approve the February 20, 2025, Regular Meeting Minutes and approve the Financial Report ending March 19, 2025. Board Member Webb seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

**ACTION ITEMS**

2.1 Discuss, Discuss, Consider and Possible Action regarding a Revitalization Incentive Fund request submitted by Billy Horton for 512 St James Street in the approximate amount of \$52,000.00

**ACTION 2.1 APPROVED**

Mr Horton presented his request to revitalize 512 St James Street into a recording studio. He has been doing recording since 1999. He has developed 5 recording studios. The building was built in 1903. The business is unique. It will bring people in to do the recording that stay for several days. They stay in the hotels and spend money in the community. A typical session would have 5-7 people in the band that come for the recording. The sessions are scheduled and by appointment. Looking to invest around \$125,000 into the building. The historical aspects of the building would be retained. Mr Horton is a bit of a history buff and has done quite a bit of research on the building. The building used to be a mortuary called “The People’s Undertaking Company” and also a feed store called “Hentin and Rhodes”. Board Member Webb motioned to approve the request for \$52,000.00 Revitalization funds. Board Member Moss 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**

Board Member Craven suggested that we reach out to Blackbird Creations to help design a stage banner. The request will be tabled until next month.

2.3 Discuss, Consider and Possible Action upcoming events

**ACTION 2.3**

**DISCUSSION ONLY**

The Board engaged in discussion regarding upcoming events. Bicentennial Block Party & Texas Independence Relay. Need for assistance at Block Party to move “race check-in bags” to start line of the race around 8:00 pm. Also the event could use volunteers for tear down of event. The Farmer’s Market does not need additional support beyond getting the word out. Jim Price Hands Together for Gonzales we would like to form a MAIN STREET BOARD team to volunteer for a clean up project. The clean up event will be Saturday, April 26.

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

**ACTION 2.4**

**DISCUSSION ONLY**

Boad discussed putting together a “mock Welcome to Gonzales packet” to be presented next month including: - What do I need to open a business in Main Street, - Main Street Resources, - Who do I call, - Other/Main Street Businesses and Business owners, - What do I need for a building, business, or sign permit, - How do I connect utilities, - Who do I call for trash pickup (no bulk pick up), - What internet suppliers service this area, - how to get a CofO, etc. Talk to businesses to see what would have been helpful for them or if they would mine being listed as a possible resource? Consider creating a form for our existing business to fill out. If you are in the “retail business”, talk to this person, the “restaurant

business”, talk to this person... Include “what does main street do for you?”, What is the Chamber of Commerce? How to apply? Map of downtown. Revisit the “open for business flower pot with a flag. How to connect with other business owners. Roundtables, Chamber Chatter, etc.

Signage incentives – still waiting on GEDC to finalize guidelines.

Art installation – have been told that the bathroom wall is not historic. Will need take to City Council before we can proceed with contracting the artist.

## **STAFF/BOARD REPORTS**

3.1 Business of the Month – Le Ann Wolff for April. Mi Lupitas for May. ReMax for June.

Texas Treasures – Propose date of May 17 for an Open house.

Merchant Relations Program – Board Members to check with Merchants about Shop Crawl participation. There is a new boutique on St George street that just opened.

Jr Main Street Board – ordered patches, sponsors being solicited

3.2 Main Street Director Report

- Upcoming City, Tourism, and Public Events 4-12 months – TJHRA needs bucket stuffers, Cattle country posters have been hung by Jr Main Street Board
- Update on Possible Art Installation – already gave info
- Revitalization Funds Report – will provide next time
- Beautification Projects Report - will provide next time
- Roundtable report – wayfinding signs were a big topic, how/where are we advertising Gonzales itself... are we advertising in other towns? Billboards in other towns, rack cards in other towns, 30 – 60 day what is going on.. other was to advertise. Can we put a map of downtown in the buckets of the TJHRA. Ask City Council for an open container exception to the ordinance for the Biker Roundup. Can we increase trash pick up for the Roundup. Should we ask business to stay open late. Talk to the businesses about working TABC for the Roundup. How to let citizens know about preparing for the roundup. Should we do something in Main Street for the roundup – family fun day – food truck Friday – snow cone Saturday. Could we offer an ice station to town – work with Vics Ice. Could we ask them to do a bike drive through town one night – a parade at 8? Could we run a PlacerAI from the other cities of the past several years to see what their habits are, where are they going and where are they coming from. Can we ask them to do a “bike gathering” to display them so the public could come and look at them..
- Website presentation by Board Member Page – Framework of website– Shop, Stay, Play. Have a separate area for Events. How would the end user use this? Events, Community, Businesses, Revitalization funds, Business directory, Google Maps. Board Member Craven suggested and “About Us” with Main Street and our Program, Our projects, etc. Yiftee Community Gift Card, Ornaments, Veteran Banners.
- Director Padilla will be at Main Street Now April 6-10 and the Real Places Conference from April 23 – 25.

- 3.3 Requests by board members for items on a future Main Street agenda
- Banner for Stage
  - Veteran Banners – Brandon & Amy
  - Mock “Welcome to Main Street” packet
  - How to “toot our own horn” – signage, another Successful MS Project
  - By-laws regarding scholarships
  - Ms. Gonzales Pageant
  - Planter (door stop) signs for downtown
  - Website – Board Member Page

3.4 Set date and time for next meeting:  
Tuesday, April 22, 2025, 5:30pm – City Hall

**ADJOURN**

A motion by Board Member Craven and a second by Board Member Kerr, the meeting adjourned at 7:25pm. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 6 to 0.

Approved this 25<sup>th</sup> day of March 2025

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Amy Peeler  
Board Chairperson, Gonzales Main Street Board

Attest:

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales