

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – September 27, 2024**

The regular meeting of the Main Street Advisory Board was held on **August 20, 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](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Acting Chairperson Craven 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>
Joey Moss	Board Treasurer	Present
Kayla Craven	Board Secretary	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Mario De La Santos	Board Member	Present
Charles Kerr	Board Member	Present
Glori Wyatt	Board Member	Present
Rebecca Martinez	Board Member	Present
Greg Webb	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

Susan Sankey, Gonzales Economic Development Director  
Ty Behlen – Jr Main Street Board  
Brooklyn Condel – Jr Main Street Board  
Jayla Flores – Jr Main Street Board  
Paige Kuntschik – Jr Main Street Board  
Joelee Lester – Jr Main Street Board

**PUBLIC COMMENTS**

None

**CONSENT AGENDA ITEMS**

- 1.1 **Minutes** – Approval of the minutes for the July 18, 2024, and August 20, 2024 Regular Meeting
- 1.2 **Financial Report** – Approval of the Financial Report ending August 31, 2024

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

**APPROVED**

Board Member Craven moved to approve the July 18, 2024, and August 20, 2024 Meeting Minutes and approve the Financial Report ending August 31, 2024. Board Member DeLaSantos seconded the motion. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

## **ACTION ITEMS**

- 2.1 Discuss, Consider and Possible Action regarding an amendment to previously approved Revitalization Fund Request at 418 St. Andrew Street for \$52,000.00.

### **ACTION 2.1**

**APPROVED**

Board Member Brown made a motion to discuss amendments to the previously approved Revitalization Fund Request at 418 St. Andrew Street for \$52,000.00. Board Member Moss seconded the motion. Board had discussion about the best project for increasing sales tax to the business would be to add an additional restroom. Board Member DeLaSantos made a motion to approve the fund request of \$52,000.00 and amend the agreement to include an additional restroom at the business and a new roof. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passes 9 to 0.

- 2.2 Discuss, Consider and Possible Action regarding a Revitalization Fund Request at 612 St. James Street for \$26,550.00.

### **ACTION 2.2**

**TABLED**

The property is currently being used as housing. Under Texas Economic Development Law there are very specific requirements qualify as affordable housing. Board Member Webb made a motion to table the request until the board and EDC director can get additional information from the applicant. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion was tabled 9 to 0.

- 2.3 Discuss, Consider and Possible Action regarding a request from Community Outreach People Empowerment (COPE) to co-host a "Color My World" Autism Awareness event.

### **ACTION 2.3**

**TABLED**

There was no representative from the COPE group to give additional information. Board Member Webb made a motion to table until additional information is received. Board Member DeLaSantos seconded the motion. Acting Chairperson Craven called for a vote. For: Unanimous. The motion was tabled 9 to 0.

- 2.4 Discuss, Consider and Possible Action regarding supporting a Trick-or-Treat Trail with Main Street Businesses

### **ACTION 2.4**

**APPROVED**

Board Member Craven made a motion to approve supporting the Downtown Businesses in hosting a Halloween Event. Board Member Moss seconded the motion. Main Street will create a map of businesses handing out candy and the Main Street board could contact other businesses to come and set up a table along the sidewalk. Main Street could help with promotion and volunteers to help guide the kids. Director Padilla will submit a request to City Council to close the road for safety. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

2.5 Discuss, Consider and Possible Action regarding Merchant Relations Representatives for Main Street Businesses

**ACTION 2.5**

**APPROVED**

Joey Moss – Area 1 & Area 7

Greg Webb – Area 5.1 – 5.13

Amy Peeler – Area 2

Linda Brown – Area 5.14 – 5.28

Charles Kerr – Area 3

Kayla Craven & Glori Wyatt – Area 6

Rebecca Martinez – Area 4

Brandon Page – Area 8 & Area 9

Board engaged in discussions about Board Representation for the Main Street Businesses. Areas of Main Street were selected by each board member. Board Member Craven made a motion to approve the Representation list. Board Member Moss seconded the motion. Acting Chairperson Craven called for a vote: For: Unanimous. The motion passed 9 to 0.

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

**ACTION 2.6**

**APPROVED**

Discussion among the board about upcoming events.

Rum Run – October 19, 2024: Discussion included board members asking their respective businesses if they would like to participate. Check in will be at Laurel Ridge and end at San Antonio Distillery. Board Member Webb and Board Member Peeler will be at the event to check in participants. Board Member Craven offered to create the punch cards and drink voting cards. Participants will get a Main Street Bag filled with a T-Shirt, a drink cup, a Koozie, a map, a punch card, and a drink voting card.

Night at the Museum Event – October 25, 2024. Opportunities to assist selling concessions to raise funds for the museum

Spooky Trails at JB Wells Arena – October 26, 2024. Opportunities to volunteer

Downtown Halloween event – October 31. Volunteers needed to help with safety. Board members to ask their businesses if they would like to participate.

Come and Bake It - November 25, 2024. Opportunities for sponsorship.

Sip, Shop, Savor, Small Business Saturday – November 29, 2024. Main Street bags to downtown businesses. Ideas to promote Yiftee Gift Card. Pass out Main Street Bags. Consider “Show Small Business Season”.

Winterfest – December 7, 2024. Sponsorship applications available for board members to distribute to businesses and ask for Sponsorships. Board Member Peeler will arrange for the Santa in the parade and pictures with kids. Main Street will sell ornaments at the booth.

**APPROVED:** Board member Craven made a motion to hire Off the Rails band and sound for Winterfest not to exceed \$1000.00. Board Member Wyatt seconded the motion. Off the Rails band will perform and will allow the other performers to use their sound and will DJ if needed. Acting Chairperson Craven called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

Christmas Cutouts. Cut out applications available for board members to take to businesses. Art needs to get to the artist by middle of October. Need assistance following up with last year's cutouts to see if they want to renew. Board Member Wyatt offered to assist.

2.7 Discuss, Consider and Possible Action regarding Downtown Fall Decorating

**ACTION 2.7**

**DISCUSSION ONLY**

Main Street Fall Decorating - Discussion among the board regarding a fall decorating or scarecrow contest to the businesses. No contest, just encourage businesses to decorate. Volunteers will assist setting out the large pumpkin and scarecrow cut outs with corn stalks on September 28.

2.8 Discuss Consider and Possible Action regarding Asset Loan Agreement

**ACTION 2.8**

**APPROVED**

Board Member Craven made a motion to approve the Asset Loan Agreement as proposed by the City Attorney. Board Member Wyatt seconded the motion. Acting Chairperson Craven called for a vote: For: Unanimous. The motion passed 9 to 0.

2.9 Discuss, Consider and Possible Action regarding setting a date and time for required Board Training.

**ACTION 2.9**

**TABLED**

Board discussed dates and times for trainings and would like to see if we could break the trainings up into 1 hr long sessions attached to our Board Meetings or if there would be a way to record them and watch them at the board member's convenience. Director Padilla will get clarification from Main Street America and bring the answers back to the board.

2.10 Discuss, Consider, and Possible Action regarding selecting a new Gonzales Main Street logo/brand identity.

**ACTION 2.10**

**APPROVED**

Board discussed options for new logo. The majority like the bottom logo but would like to add "Shop, Stay, Play" instead of "The Birthplace of Texas Independence" on the circular one. Board Member Kerr made the motion to approve logo number four as our Main Street logo with the discussed changes/additions. Board Member DeLaSantos seconded the motion. Acting Chairperson Craven called for a vote: For: Unanimous. The motion passed 9 to 0.

**STAFF/BOARD REPORTS**

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

Director Sankey provided updates on budget approval for a downtown caretaker, performance agreements with projects in industrial park, potential water tower, collaborative newsletter with EDC, Tourism, JB Wells, Chamber, Museum, and Main Street, the Road to Adventure video, National Motorcycle Roundup for 2025, and Bicentennial focus. We may also want to look at incentivizing downtown businesses to refresh their signage or do a min-grant of some kind.

3.2 Main Street Director Report

Director Padilla reported on the idea of having a quarterly shop crawl similar to Rum Run but offering it every quarter. Benches for downtown have been delivered and the city will be installing them after Come and Take It. The Jr Main Street Board met, and we have a few of those member here at the meeting. They will be working on an End of Year community event. We need to find a better way to promote our Community Gift Cards. Perhaps there is a way to make them physical. Also waiting on information from Yiftee if we will get a grant for this.

- 3.4 Requests by board members for items on a future Main Street agenda
- Update on 618/620 St Joseph Street Performance Agreement
  - Winterfest window decorating, categories and awards
  - Main Street Training
  - DowntownTX.org
  - Grant process review

- 3.5 Set date and time for next meeting:  
Tuesday, October 15, 2024, 5:30pm – City Hall

**ADJOURN**

A motion by Board Member Craven and a second by Board Member DeLaSantos, the meeting adjourned at 7:20 p.m. Acting Chairperson Craven called for a vote. For: Unanimous. The motion passed 9 to 0.

Approved this 17<sup>th</sup> day of September 2024

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales