

Main Street Meeting for Board of Directors

Tuesday, January 9th, 2024 at 12:30 PM

Minutes

A regular Main Street Board of Directors meeting was held on January 9th, 2024 at 12:30 pm at Goliad City Hall in Goliad, TX 77963. The following directors were present or absent as recorded below:

Chairman Pat Morales	Present	Director Ida Hernandez	Present
Director Linda Rodriguez	Present left 2:25	Director Peggy Cowey	Present
Vice-Chair Mindy Sullivan	Present	Director Shelia Edwards	Present
Director Jason Howard	Present	Director Abigail Headstream	Present
Director Renee Stroman	Present	Director Amanda Morrow	Present
Main Street Manager Keli Miller	Present	Director Pete Elizondo	Excused

Guest: Amanda Mamerow

Director Morales called the meeting to order at 12:31 PM, and it was announced that there was a quorum present.

Citizens Comments: Amanda Mamerow with the Sweetheart Boutique shared ideas and feedback on Main Street events. Creating a January event in 2025, look at Edna they used to do a Snow Day where they had artificial snow brought in. For Chocolate & Wine Crawl look into making a custom wine glass with our logo etched into it. For example, to participate in the event they must purchase a \$10 wine glass, try to make the event a little more upscale. Look into doing a scavenger hunt during the Reenactment and Spring Break, there are a lot of out-of-town visitors in the area during those two days. She recommended looking at the 7A Ranch in Wimberly as inspo. Do a walking Historic Tour where once a week for a month people can go on a tour and learn the history of the buildings/landmarks in Downtown Goliad. Father's Day put Sweetheart Boutique down she will donate 100 Sodas to the first 100 visitors. Look into doing a Touch a Truck event, something fun and different for kids to do in town.

Business:

1. Discuss, Consider, and take necessary action on 11.14.2024 Minutes.

Director Howard moved to approve the minutes as presented. Motion was seconded by Director Headstream. For Unanimous. Motion carried 9-0.

2. Discuss, Consider, and take necessary action on Finance Report.

Director Sullivan moved to approve the Finance Report as presented. Motion was seconded by Director Headstream. For Unanimous. Motion carried 9-0.

3. Discuss, Consider, and take necessary action on Façade Grant Reimbursement- Goliad Suddz.

Director Howard moved to approve the reimbursement of \$750 for the light installation. Motion was seconded by Director Hernandez. For Unanimous. Motion Carried 9-0.

4. Review Main Street Shopping Events: Pink Friday, Shop Small, Ladies Night Out.

Discussion. Overall well participated from businesses. The businesses that do something special in their business get better sales/foot traffic. Ordering less flyers/handouts during events because they don't get handed out to shoppers. Look into weekends rather than week days for events. Strongly encourage businesses to hand out bags and make a flyer to go in their business reminding them and the customer to ask about their free tote.

5. Review Festival of Trees.

Huge success this year received nothing but compliments from the forest. All 20 trees were full sponsored and the expense of the ramp. Will ask for permission to have it in the bank building again next year but expand it into more rooms so there is more room to spread out into.

6. Discuss, Consider, and take necessary action on Chocolate & Wine Crawl.

Director Headstream moved to eliminate the Chocolate & Wine Crawl this year, in place we will support the businesses that are doing special events/promotions and help advertise those on our social media. Motion was seconded by Director Edwards. For Unanimous. Motion Carried 9-0.

7. Discuss, Consider, and take necessary action on Mardi Gras Events.

Director Rodriguez moved to host Mardi Gras on Main on February 24th from 5:00-8:00 PM with the following events:

- Live Music, Jason will contact High School Bands and the Crossroads Jazz Combo
- Golf Cart/ATV Parade
- Second Line Dance Parade
- Make Your Own Mask Station
- Best Decorated Umbrella Contest
- Food Trucks

Motion was seconded by Director Edwards. For Unanimous. Motion Carried 9-0.

8. Discuss, Consider, and take necessary on Art & Music Fest.

Discussion Only. The work load will be split into half between Main Street and the Chamber of Commerce. Workers will be needed April 6th from 1:00-3:00 PM.

9. Discuss, Consider, and take necessary action on Easter Egg Hunt.

Director Edwards moved to set the Easter Egg Hunt on March 28th in conjunction with Goliad ISD and Goliad Daycares. Motion was seconded by Director Headstream. For Unanimous. Motion Carried 9-0.

10. Discuss, Consider, and take necessary action on 2024 Main Street Events Calendar.

Discussion:

- Mardi Gras on Main: Feb. 24
- Easter Egg Hunt: March 28th
- Art & Music Fest: April 6th

- Style Show: OPEN
- Father's Day Car Show: June 15th
- End of Summer Bash: August
- Dinner & A Show: September 7th
- Christmas Tree Decorator/Sponsor slots: October 1st
- Scarecrow Decorating Contest: Install October 1st, Online Judging October 14th-18th.
- Witches Night Out: October 19th
- Fall/Halloween Decorating Contest: Judging, Thursday, October 24th at 6:00 PM
- Scare on the Square: Saturday, October 26th. Halloween is October 31st.
- Texas Downtown Conference: October 28th-30th in Downtown Abilene.
- Shop Small Saturday, November 30th.
- Christmas Decorating Contest: Judging, Thursday, December 5th at 6:00 PM.
- Christmas Tree Forest Display: December 6th-14th.

11. Discuss, Consider, and take necessary action on Goliad Stampede Art Installation Project.

Director Howard moved to approve Superior Auto Collision Center for the "Clear Coating" on the fiberglass cows for \$1200. Motion was seconded by Director Headstream. For Unanimous. Motion carried 9-0.

Director Headstream moved to purchase mulch for the landscape bed and limestone for the walkway. Motion was seconded by Director Howard. For Unanimous. Motion Carried 9-0.

Director Headstream moved to approve VP Asphalt for the 4 concrete pads for the cows to be mounted to for the bid of \$1,950-\$2,000. Motion was seconded by Director Stroman. For Unanimous. Motion Carried 9-0.

12. Discuss, Consider, and take necessary action on ordering Walking Tour Brochures.

Item was tabled till next meeting when we have heard back from Patsy Light.

13. Items to be placed on next agenda:

Minutes, upcoming events, review Goliad Stampede Greenspace.

We will have a special meeting January, 23rd at 12:30 PM to discuss Mardi Gras on Main.

14. Board & Staff Comments

15. Adjournment

Director Headstream moved to adjourn the meeting at 2:33PM. Motion was seconded by Director Cowey. For Unanimous. Motion Carried 8-0.

Chairman, Pat Morales

Main Street Manager, Keli Miller