



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, June 23, 2015– 5:30 p.m.**

**AGENDA**

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

**PUBLIC COMMENTS**

The public comments section of the meeting is for citizens to address the advisory board as a whole

**APPROVAL OF MINUTES**

1. Approval of May 19, 2015 Minutes

**ITEMS TO BE CONSIDERED**

2. Discuss and Consider Appointment of Organization and Economic Restructuring Committees
3. Discuss and Consider any action regarding Promotion Committee
  - a. Main Street Concert Series and Star Spangled Spectacular
  - b. Happy Fall Ya'll
  - c. Winterfest
4. Discuss and Consider any action regarding Christmas Decorations
5. Discuss and Consider any action regarding Organization Committee
6. Discuss and Consider any action regarding Design Committee
7. Discuss and Consider any action regarding Economic Restructuring Committee

**STAFF/COMMITTEE REPORTS**

8. Manager's Report
9. Financial Report
10. Next regular meeting will be July 28, 2015

**AJOURN**

I certify that a copy of the June 23, 2015 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 18<sup>th</sup> day of June, 2015, at 3:00 a.m./p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the above agenda was removed on \_\_\_\_\_ day of \_\_\_\_\_, 2015 at \_\_\_\_\_ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, Gonzales Inquirer, and Gonzales Cannon. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent opinions of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (830)672-2815 for further information.



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, May 19, 2015– 5:30 p.m.**

**MINUTES**

The Gonzales Main Street Advisory Board convened their regular meeting at 5:30 p.m., May 19, 2015 in the Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

Chairman John Pirkle called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: Chairman John Pirkle, Vice Chairman Diane McCaskill, Treasurer Connie Dolezal, Del De Los Santos, Lisa Kay Brown, Carlos Camarillo, Egon Barthels, and Debbie Toliver. Members Melissa Taylor and Sherri Schellenberg were absent.

**PUBLIC COMMENTS**

There were no Public Comments

**APPROVAL OF MINUTES**

1. Following discussion Carlos Camarillo moved to approve the minutes of April 28, 2015. Del De Los Santos seconded the motion. The motion prevailed by unanimous vote.

**ITEMS TO BE CONSIDERED**

2. Discuss and Consider Appointment of Organization and Economic Restructuring Committees  
Following discussion, Del De Los Santos moved to table agenda item #2 until the next meeting. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.
3. Discuss and Consider any action regarding Promotion Committee
  - a. Main Street Concert Series  
The koozies, T-Shirts and sponsor signs have been ordered. The sponsor signs should be in by next week. The tractors will be on display on June 12<sup>th</sup> and the Gonzales Classic Cruisers will come on June 19<sup>th</sup>. The Classic Cruiser club will sponsor a hoola hoop contest on the 19<sup>th</sup>. Connie will get other games together for the 5<sup>th</sup> and 12<sup>th</sup> and July 4<sup>th</sup>. Melissa will be ordering the posters and rack cards. Debbie Toliver will see if The Cannon will sponsor a Vince Vance look alike contest for the 19<sup>th</sup>.
4. Discuss and Consider any action regarding Christmas Decorations  
Discussion was made to set a date to go through the Christmas Decorations at the St. John Warehouse.
5. Discuss and Consider any action regarding Organization Committee  
None
6. Discuss and Consider any action regarding Design Committee
  - a. Main Street Rack Cards and Posters  
Melissa is working on these and will get a design soon.
7. Discuss and Consider any action regarding Economic Restructuring Committee  
None

**STAFF/COMMITTEE REPORTS**

8. Manager's Report

Barbara Friedrich reported that work has begun on the Walshak building, Angels and Outlaws has purchased the Mohrmann's Drug Store building and a sports bar will be moving into the Ford building.

9. Financial Report  
The board reviewed the financial report
10. Next regular meeting will be June 23, 2015

**AJOURN**

No further matters were discussed. The meeting was adjourned by motion by Egon Barthels and seconded by Debbie Toliver.

Barbara Friedrich, Recording Secretary

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John Pirkle, Chairman

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Melissa Taylor, Secretary

## **Organization Committee**

- Plans and conducts annual fundraising activities for the Main Street Program and ensures that adequate funding is in place at all times.
- Organizes and conducts annual nomination program for Advisory Board.
- When applicable, organizes and conducts annual membership drive.
- Helps the Design, Promotion and Economic Restructuring Committees recruit new members.
- Promotes the development of a strong volunteer network within the Main Street Program.
- Encourages leadership development within the Main Street Program.
- Works with the Advisory Board to orient new Board and committee members to the Main Street Program's goals, activities, policies and procedures.

### **Possible Organization Committee activity include:**

- Fundraising
- Newsletter design and development
- Communication workshops with all committees
- Program audit
- Grant writing
- Public relations, publicity
- Setting up special assessment districts (with ER committees)
- Working with volunteers
- Recruiting volunteers
- Main Street Orientation Packet
- Main Street Board and Committee Packet
- Strategic Planning
- Political Skills Building
- Leadership/Team Building Workshop
- Crime Workshop
- Hospitality workshop

## Economic Restructuring Committee

- Works to strengthen existing downtown business and, eventually, to recruit additional businesses through such programs as the development of business assistance teams, sponsorship of business seminars, identification of downtown market opportunities and dissemination of relevant information to existing and potential businesses, development of promotional literature describing the downtown business environment and development of incentive programs to stimulate business growth.
- Monitors changes in the local market on an on-going basis, assesses the downtown's market share within the community and the region, measures the involvement of various market group in downtown commerce, monitors sales leakage or surplus and assesses the downtown's mix of retail, commercial, residential, recreational and civic space.
- Directs activity related to downtown commercial and real estate development.
- Works with the Design Committee to plan and implement appropriate incentives to encourage design improvements and property development activity.
- Works with the Promotion Committee to monitor and adjust the downtown potential plan to increase downtown's market share.
- Establishes a sound relationship with the local and regional financial institutions, business assistance organizations and other businesses and agencies that provide assistance in areas related to downtown economic development.
- Conducts and maintains a comprehensive inventory of downtown businesses.
- Allocates funds for downtown economic development activity in accordance with the Main Street Program's overall annual budget and work plan.
- Becomes familiar with city, county and regional economic development strategies and coordinates projects when possible, using economic development programs already in place and investigating the creation of new programs when appropriate.
- Promotes downtown as a good place for commercial real estate development activity.

**Possible Economic Restructuring Committee activities include:**

- Economic consultation
- Low-interest loans
- Incentive grants
- Leasing
- Heritage tourism
- Downtown housing workshop
- Business development
- Market analysis and interpretation
- Business expansion/recruitment/retention
- Business incubator
- Business management
- Designing financial incentives
- Special taxing districts
- Business survey development
- Tourism development
- Business clustering
- Pro-forma analysis

**Financial Statement**  
**May 31, 2015**  
**Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 04/30/2015				30,157.82
04/28/2015	1900	Gonzales Co Lulac Council	Refund Booth sp	-85.00
05/05/2015	1926	Owens Entertainment	Deposit-Bands	-8,400.00
05/08/2015	DEP	Deposit	Booth Spaces	85.00
05/08/2015	DEP	Deposit	Sponsors	1,850.00
05/20/2015	DEP	Deposit	Sponsors	1,600.00
05/20/2015	ATM	Totally Promotions	Koozie	-344.00
05/22/2015	ATM	American Patritot	Trash Can Covers	-341.99
Balance as of 05/31/2015				24,521.83

**Business Improvement Grant**  
**May 31, 2015**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 04/30/2015				50,852.78
04/28/2015	1043	Larry & Johnnie Edwards		-2,500.00
05/06/2015	1044	White's Service Company		-11448.18
Balance as of 05/31/2015				36,904.60