



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, February 13, 2018– 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 January 23, 2018 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider Pilot Club Proposal.
3. Discuss and Consider disposing/selling used Christmas decorations.
4. Discuss and Consider Gonzales Main Street, Inc. sponsoring the Come & Taste It Beer, Wine and Starving Artist Festival.
5. Discuss and Consider amending budget for FYE 2012.
6. Discuss and Consider any action regarding Promotion Committee
 - a) Concert Series and Star Spangled Spectacular
 - b) Winterfest
7. Discuss and Consider any action regarding Christmas/downtown decorations
8. Discuss and Consider any action regarding Organization Committee
 - a. City Wide Yard Sale
 - b. 30th Anniversary of Gonzales Main Street.
9. Discuss and Consider any action regarding Design Committee
10. Discuss and Consider any action regarding Economic Vitality Committee

STAFF/COMMITTEE REPORTS

11. Review Program of Work
12. Manager's Report
13. Financial Report
14. Next Regular meeting will be March 27, 2018.

AJOURN

I certify that a copy of the February 13, 2018 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 9th day of February 2018 at _____ 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 _____, 2018 at _____ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: 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, January 23, 2018– 5:30 p.m.

MINUTES

CALL TO ORDER AND CERTIFICATION OF QUORUM

Chairman Egon Barthels called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: Egon Barthels, Connie Dolezal, Lisa Kay Brown, Johnnie Edwards, John Pirkle, Shelli Van Kirk, Carlos Camarillo, John Boothe, and Karen Jacobs. Members absent: Debbie Toliver, Suzanne Zaitz, and Sherri Schellenberg. Others present were Barbara Friedrich.

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory board as a whole
None

APPROVAL OF MINUTES

1. Approval of November 21, 2017 Minutes

Following discussion, Johnnie Edwards moved to approve the minutes of November 21, 2017. Lisa Brown seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider Budget for FYE 2018.

Following discussion, Connie Dolezal moved to approve the Budget for FYE 2018. John Boothe seconded the motion. The motion prevailed by unanimous vote.

3. Discuss and Consider any action regarding Promotion Committee

a) Concert Series and Star Spangled Spectacular

Barbara Friedrich reported that the board had received sponsorships from HEB, D & G Auto, and Holiday Finance. She has contacted GVTC, Secure Vision, and Buc ee's. Egon Barthels reported that we have contacted TXDOT about putting banner across the street. It can be put in place 30 day prior to the event. Banner will go up May 1st.

b) Winterfest

Lisa Brown reported everything was great. The weather was perfect and we had a great crowd. Johnnie Edwards questioned the length of the spaces on the parade route. Carlos explained that the length that the entries put on the parade app, is the length of the space. It was suggested that we change the application to read the length of truck and trailer.

4. Discuss and Consider any action regarding Christmas/downtown decorations

Connie Dolezal reported that she and Barbara worked in the warehouse to go through the decorations. Egon Barthels picked up the extension cords on Confederate and Market Square.

5. Discuss and Consider any action regarding Organization Committee

a. City Wide Yard Sale

Shelli Van Kirk reported that the applications were ready for the City Wide Yard Sale; we are trying to get a dumpster for Confederate Square for all items that wanted to be thrown away; thought of maybe making a stake to put in the yards; and will need a sign-up sheet for volunteers to man the event.

b. 30th Anniversary of Gonzales Main Street.

Barbara Friedrich reported that she had submitted a bid to host the Main Street Professional Training July 10th – 13th. The theme of the bid was “Come & Celebrate It” 30 years of Main Street. She stated if the bid was awarded this would be a good way to promote 30 years of Main Street.

6. Discuss and Consider any action regarding Design Committee

None

7. Discuss and Consider any action regarding Economic Vitality Committee

None

STAFF/COMMITTEE REPORTS

8. Review Program of Work

Not reviewed

9. Manager’s Report

Barbara Friedrich reported that she attended “Real Places” training on January 10th – 12th. This would count as one of her Main Street Trainings.

The City is working on an event for April 27th- 20th, “Beer, Wine & Art Festival” and would be partnering with Gonzales Inquirer. Friday night would be a VIP event with beer, wine and food. Saturday the event would begin with beer, wine and art show. Sunday we will have a car show.

10. Financial Report

Reviewed

11. Next Regular meeting will be February 27, 2018.

AJOURN

No further matters were discussed. The meeting was adjourned by motion by John Boothe, and seconded by Lisa Brown.

Barbara Friedrich, Recording Secretary

Egon Barthels, Chairman

Johnnie Edwards, Secretary

**GONZALES MAIN STREET ADVISORY BOARD
Budget FYE 2018**

Category Description	Budget FYE 2017	Actual 01/01/2017 12/31/2017	FYE 2018 Proposed Budget
INCOME			
Building Lights	0.00	2,256.90	3,500.00
Christmas Decoration Donation	0.00	583.45	600.00
Donations	2,000.00	2,500.00	2,500.00
Fundraisers	0.00	0.00	0.00
Happy Fall Ya'll	0.00	0.00	0.00
Incentive Grant Fund Receipts	75,000.00	30,000.00	75,000.00
Santa's Market	1,000.00	725.00	1,000.00
Summer Concert Series	26,500.00	27,809.00	43,200.00
Winterfest (Christmas Decoroatio	500.00	0.00	0.00
Yard Sale	0.00	700.00	900.00
TOTAL INCOME	105,000.00	61,034.00	121,700.00

EXPENDITURES			
Advertising	0.00	0.00	0.00
Bank Charge	0.00	24.00	0.00
Banners	0.00	0.00	0.00
Board Training	70.00	66.04	70.00
Business Seminars	200.00	0.00	0.00
Beautification	0.00	0.00	0.00
Building Lights	0.00	0.00	1,500.00
Christmas Decorations	1,300.00	597.21	600.00
Downtown Project	0.00	169.10	0.00
Gifts	0.00	0.00	0.00
Happy Fall Ya'll	200.00	110.00	100.00
Incentive Grant	75,000.00	28,482.90	75,000.00
Lighting Project (Confederate sq)	0.00	0.00	0.00
Postage	0.00	0.00	0.00
Preservation Week	0.00	0.00	0.00
Supplies	100.00	0.00	0.00
Promotional	100.00	180.00	100.00
Summer Concert Series	26,500.00	30,791.03	43,200.00
Volunteer Appreciation	200.00	0.00	0.00
Webb Design	0.00	0.00	0.00
Winterfest	1,000.00	710.49	800.00
Legal Prof Fees	300.00	241.00	300.00
Sales Tax	30.00	32.83	30.00
TOTAL BUSINESS EXPENSES	105,000.00	61,404.60	121,700.00

Business Improvement Grant Program	22,872.09
Beautification Account	0.00
Main Street Regular Account	12,116.74
Fund Balance As of 12/31/2017	34,988.83

2018 Concert Series Sponsors

NAME	ADDRESS	CITY	AMOUNT	CHECK #
St. Joseph Food Mart (Texaco)	1817 N. St. Joseph Street	Gonzales, Texas 78629	\$300.00	1172
Secure vision of Americ?Kamstrap	P. O. Box 288	Fentress, Texas 78622	\$1,000.00	20249
Sudz CarWash	P. O. Box 1661	Gonzales, Texas 78629	\$600.00	1166

Total \$1,900.00

PLEGDED SPONSORS

HEB \$5,000.00
 BYK \$5,000.00
 D & G Auto \$1,000.00
 Holiday Finance \$500.00
 West Motors \$300.00
 State Farm \$2,500.00
 No Limit \$50.00
 Your and Mine \$50.00

Total Pledge \$14,400.00
Total \$16,300.00



**GONZALES
MAIN STREET
CONCERT
SERIES**

**PARTY ON THE
SQUARE!**

Howdy Rodeo Contestants, Families, and Friends!

The Gonzales Main Street Promotions Committee welcomes you to the 'Come and Take It' city and invites you to enjoy an evening of live music, food and fun at the annual Gonzales Main Street Concert Series held every Friday in June, and always the Fourth of July, on the square (BUS US183) in downtown #GonzalesTX.

Get the latest concert series updates and information on:

**facebook.com/GonzalesMainStreet
or GonzalesMainStreet.org**

GOOD LUCK CONTESTANTS from your friends at Gonzales Main Street!

GONZALES MAIN STREET 2018 WORK PLAN

Vision Statement

The Gonzales Main Street program aims to create an experience rich environment, while preserving the beautiful historic features of our downtown. Our vision is for Gonzales to become a destination for those seeking a unique, friendly small town atmosphere and keeping our role in Texas History alive.

Mission Statement

Gonzales Main Street will be a driving force in ensuring that our iconic downtown contributes to our community's well-being. Gonzales Main Street will effectively carry out a program to preserve and enhance our downtown through promotions, tourism, encouraging local spending, and inspiring lifelong preservation and revitalization of our historic community.

Organization Committee 2018 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Keep public informed of Main Street Activities	Monthly news article in newspaper	Barbara Friedrich	Free	Monthly		
Special events to bring people downtown.	-Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade -City Wide Garage Sale	Organization/Promotion Committee	\$30,000.00	On-Going		
Host Regional Board Training	-Set up date & time with Texas Main Street -Obtain place for training -Invite other Main Street Cities -Refreshments	Lisa Kay Brown - Organization Committee	\$200.00	September 2018		
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops	Board	Free	On-going		
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	May 2018		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service	Lisa Kay Brown Organization Committee	\$400.00	August 2018		
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business	Organization/Promotion Committee		November 2018		

					Saturday	
Landscaping square in downtown				<ul style="list-style-type: none"> -Plan Project -Cost and how money will be raised for project -Who will maintain -Present to City Council for approval 		
Main Street 30 th Year Anniversary			Lisa Brown	February 2018		

Promotion Committee 2018 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops	Egon Barthels Promotion Committee	Free	On-going	d	
Special events to bring people downtown.	-Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade -City Wide Garage Sale	Egon Barthels and Debbie Toliver Promotion Committee	\$30,000.00	On-Going		
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	May 2018		
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business Saturday	Egon Barthels		November 3018		
Main Street 30 th Year Anniversary	Plan a promotion campaign for event	Egon Barthels		January 2018		

Design Committee 2018 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Benches downtown	<ul style="list-style-type: none"> -Talk with Code Enforcement -Visit downtown businesses and property owner -Design of bench -Fundraiser for benches 	Connie Dolezal Carlos Camarillo				
Christmas Decorations	<ul style="list-style-type: none"> -Carry out design plan. -Focus on Texas Heroes Square -Request funding from Tourism/City Council -Coordinate with Utility and Parks Department to put up decorations 	Connie Dolezal Lisa Kay Brown	\$	On-Going		
Focus on renovations of buildings.	<ul style="list-style-type: none"> -Review Business Improvement Grant Program -Approve Utility Relocation Grant Program. -Visit each building owner interested in assistance. -Continue relationship with GEDC for funding of these grants. 	Barbara Friedrich Carlos Camarillo	\$75,000.00	On-Going		

Economic Restructuring Committee 2018 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Downtown Socials	-Ideas as to what to do... -Set Date and Time-Monthly, Quarterly or semi-annual -Partner with SBDC for Training -Semi-Annual event-- -Set Time, date, and place	Barbara Friedrich				
Merchant Training	-Visit each business on Main Street monthly -Explain incentives Main Street has to offer	Barbara Friedrich/Board	Free	On-going		
Better Relationship with Businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Genora Young	Free	On-going		
Recruit downtown businesses	-Plan trip in Spring -Plan trip in summer -Encourage participation of all Board and Committees			April 2018		
Plan to visit successful downtowns to gather info that may benefit Gonzales	Keep list of properties available for rent or purchase and make available to public	Barbara Friedrich		On-going		
Maintain property/ Business inventory						

**Financial Statement
December 31, 2017
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 11/30/2017				9,719.81
12/02/2017	ATM	HEB	Chili & Bean	-33.87
12/04/2017	1999	Void		0.00
12/05/2017	2001	Gonzales building Center	Winterfest	-84.20
12/05/2017	1998	B Z Country Petals	Window Dec conte	-250.00
12/05/2017	2000	Forget Me Not	Window Dec conte	-150.00
12/06/2017	2002	Jump N Fun	Winterfest	-200.00
12/11/2017	Dep	Deposit	Vendor Spaces	565.00
12/11/2017	Dep	Donations	Christmas Dec.	50.00
12/31/2017	Dep	Donations	Christmas Decorat	2,500.00
Balance as of 12/31/2017				12,116.74

**Business Improvement Grant
December 31, 2017**

Date	Num	Description	Category	Amount
Balance as of 11/30/2017				22,872.09
Balance as 12/31/2017				22,872.09

**Financial Statement
January 31, 2018
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 12/31/2017				
01/04/2018	2003	Texas Comptroller		12,116.74
01/04/2018	ATM	Walmart	Sales Tax	-52.13
			Supplies	-8.88

Balance as of 01/31/2018

12,055.73

**Business Improvement Grant
January 31, 2018**

Date	Num	Description	Category	Amount
Balance as of 12/31/2018				22,872.09

Balance as 01/31/2018

22,872.09