



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Thursday, May 2, 2019– 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 March 26, 2019 Minutes

ITEMS TO BE CONSIDER

2. Discuss, Consider and Possible Action regarding Promotion Committee
a) Concert Series and Star Spangled Spectacular 2019 report
3. Discuss, Consider, and Possible Action regarding Christmas/downtown decorations
4. Discuss, Consider and Possible Action regarding Design Committee
5. Discuss, Consider and Possible Action regarding Organization Committee
6. Discuss, Consider, and Possible Action regarding Economic Vitality Committee

REPORTS

7. Report on City Wide Yard Sale
8. Report on Sponsorship Packet
9. Financial Report for month of March 2019
10. Main Street Manager Barbara Friedrich's report on National Main Street Status, South Texas Camp of Champions, Relay for Life, Texas Jr High Rodeo Finals, JB Wells House Museum open first Saturdays, Marketing Your Business Lunch & Learn, Truth in Taxation Lunch & Learn, and new businesses.
11. Set date and time for next Regular Meeting.

AJOURN

I certify that a copy of the May 2, 2019 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 29th day of April 2019 at _____ a.m./p.m. and remained posted continuously for at least 72

hours proceeding the scheduled time of the meeting. I further certify that the above agenda was removed on _____ day of _____, 2019 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 Manager

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, March 26, 2019– 5:30 p.m.

MINUTES

CALL TO ORDER AND CERTIFICATION OF QUORUM

Chairman John Boothe called the meeting to order at 5:34 p.m. The following members were present constituting a quorum: John Boothe, Connie Dolezal, Sherri Schellenberg, Gregory Webb, Shelli Van Kirk, Suzanne Zaitz and Karen Jacobs. Members absent: Debbie Toliver, Carlos Camarillo and John Pirkle. Others present were Barbara Friedrich and Cherri Lane.

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 March 5, 2019 Minutes

Following discussion, Gregory Webb moved to approve the minutes of March 5, 2019. Connie Dolezal seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDER

1. Discuss, Consider and Possible Action regarding membership with Gonzales Chamber of Commerce & Agriculture

Following discussion, Sherri Schellenberg approved renewing the membership with Gonzales Chamber of Commerce & Agriculture. Suzanne Zaitz seconded the motion. The motion prevailed by unanimous vote.

2. Discuss, Consider and Possible Action regarding Promotion Committee

a) Concert Series and Star Spangled Spectacular 2019 report

John Boothe reported that we have received all the contracts from the bands and they had been executed and Egon Barthels had posted the bands on face book.

b) City-Wide Yard Sale Report

Shelli Van Kirk reported that she was working on a letter to hand out to all the businesses downtown. Barbara Friedrich reported that Egon Barthels

had volunteered to do the map for the yard sale if the board so desired.
Shelli asked if Suzanne Zaitz would do a flyer.

3. Discuss, Consider, and Possible Action regarding Christmas/downtown decorations

Connie Dolezal reported that she had been approached by a downtown business owner about having the businesses put garland and red bows on the outside of their business.

4. Discuss, Consider and Possible Action regarding Organization Committee

None

5. Discuss, Consider, and Possible Action regarding Economic Vitality Committee

None

REPORTS

1. Report on Sponsorship Packet

Karen Jacobs reported that she and Greg Webb had looked at the proposal that Johnnie Edwards submitted. She reported that after reviewing sponsorship packages from other cities that they basically have a package for each individual event. They are looking at doing a yearly sponsorship package.

2. Financial Report for month of January 2019

Reviewed

3. Main Street Manager Barbara Friedrich's report on Texas Independence Relay, 5G Gala, Extreme Monster Trucks, Come & Taste It Craft Beer and Wine Festival, Chasin' Tail Crawfish Boil, Relay for Life, Texas Jr High Rodeo Finals, and JB Wells House Museum open first Saturdays.

Barbara Friedrich reported:

Texas Independence Relay – March 29th and 30th

Extreme Monster Truck show – April 19th at J B Wells Park

Come & Taste it Craft Beer & Wine Festival – April 26th & 27th

Chasin Tail Crawfish Boil – April 27th

Jim Price Clean Up – April 27th from 8 am to 12 pm.

Texas Jr. High School Rodeo – May 27th thru June 1st.

J B Wells House Museum will be open the first Saturday of every month.

4. Next Regular Meeting will be April 23, 2019.

AJOURN

No further matters were discussed. The meeting was adjourned by motion by Sherri Schellenberg and seconded by Suzanne Zaitz

Barbara Friedrich, Recording Secretary

John Boothe, Chairman

Suzanne Zaitz, Secretary

**Financial Statement
March 31, 2019
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of February 28, 2019				10,594.27
3/15/2019	DEP	Deposit	City Wide Yard Sa	30.00
3/15/2019	DEP	Deposit	Concert Series	1,800.00
3/15/2019	DEP	Deposit	BYK	5,000.00
3/27/2019	2056	Gonzales Chamber of Commer	Membership	-75.00
3/27/2019	2057	Ram Herrera	Concert Series	-500.00
Balance as of March 31, 2018				16,849.27

**Business Improvement Grant
March 31, 2019**

Date	Num	Description	Category	Amount
Balance as of February 28, 2019				35,135.68
Balance as of March 31, 2019				35,135.68

2019 TEN CRITERIA ANNUAL REPORT OF PROGRESS

Thank you for completing the 10 Criteria Annual Report. This report covers the period September 2017 through November 2018. Programs achieving baseline scores and above are Recognized in Texas and recommended for National Accreditation. (Minimum passing score 90, with 5 in every category) We hope that completing the report allows program leadership to better measure annual progress, and to share accomplishments to your stakeholders and funders. We appreciate the time you take to complete the report. Throughout the year, we use many of the examples we find in your reports to develop training materials and tailor services based upon trends and patterns we see.

Please see Tab #2 for comments specific to your program.

National Accreditation is announced at the National Main Street Now conference (Seattle, Wa. March 25-27, 2019). Certificates are sent by both the state and national offices. If your program does not achieve Recognition or Accreditation this year, it remains a designated Main Street program and has the opportunity to improve scores in the next cycle.

History: In 1999, the National Main Street Center implemented a process to recognize local revitalization programs achieving standards of performance based on the national Main Street Four Point Approach™. Today, all coordinating programs nationwide measure the progress of their local programs through these identified standards.

City Name: Gonzales

NATIONAL RECOGNITION / ACCREDITATION:

YES

Final Score: 101.4

	Total possible points:
Section score:	

Criteria 1: Broad-based support (11 pts.)

Evidence of effective partnerships

5

5

Evidence of engaged volunteers

5

5

Positive impact

1

1

General comments: A thriving and sustainable local Main Street program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other. As noted on the cover page of the reporting template, it was recommended that the Main Street board participate in completion of at least parts this report. Scores reflect not only what we see in your report, but also how it compares to the volunteer effort noted in other reports.

This section has both checked and narrative items.

Criteria 2: Vision/Mission (12 pts.)

Vision

5

5

Mission

5

5

Core Values adopted

1

1

Checklist completed

1

1

General comments: In order to achieve objectives, purpose statements are necessary to guide your work. Are your guiding statements truly unique to your program/your downtown or could they be used to describe almost any historic downtown? Do they use unique verbage, not trite phrases such as 'live, work and play...' . Is your Purpose publicized on your website, program documents like newsletters, orientation manuals etc.?

Criteria 3: Plan of Work (10 pts.)

Essentials addressed?

5

5

Balance of activities?

5

5

General comments: Whether you identify it as an action plan, plan of work, strategies for action, etc. it should provide a detailed blueprint for Main Street activities, reinforcing the program's accountability and providing measurable objectives by which the program can track progress. It should contain a balance of activities in each of the four broad program areas that comprise the Main Street Approach™ — design, organization, promotion and economic vitality. If the work plan is heavily focused in a specific area and this is a temporary situation due to circumstances, please explain this. Activities and tasks should be distributed to a broad range of volunteers. Work plans should be updated annually. Even if the program functions under a non-traditional model instead of committee structure, a Plan of Work should still exist. The Plan of Work is your description of more immediate activities to be implemented, but the program should also be looking forward to longer-term strategies and should have a clear picture of what those are. This is helped by having clear Purpose (Criteria 2) and by periodically going through a strategic process to look at past accomplishments, future needs and the environment in which you carry out your work.

Criteria 4: Design, Historic Preservation and Preservation Ethic, Planning and District Improvements (15 pts.)

	Preservation activity	5	8	
	Preservation tools/DowntownTX.org	2	3	
	Preservation engagement and education	2	2	
	Incentives and Tools Survey submitted	2	2	
<p>General comments: Historic preservation is central to the Main Street program's purpose and should include not only activity that preserves buildings and their historic integrity (such as building restoration) but also community-wide preservation education and government policies that support preservation. Just as importantly, as a nationally recognized preservation movement for 35 years, Main Street has been able to prove that historic preservation can be effective economic development. Locally, your program's activities should exemplify that. The most effective programs are those that utilize as many of the preservation and economic development tools available to them as possible.</p>				

Criteria 5: Active board & committees (10 pts.)

	Indicators	2	2	checklist to gauge understanding of board roles and leadership
	Sample agenda, minutes	2	2	
	Contacts	1	1	board list
	Progress	2	2	project example

		Bonus points if the Board participated in completion of this report.	3	3	board participated in completion of this report
	<i>General comments: An active board of directors and committees or project leaders are key to the revitalization effort.</i>				
Criteria 6: Adequate operating budget (11 pts.)					
Note: scores in this category change each year as we alternate with the incentives survey (points in Section 4) and the salary survey (in this section last year)					
		Budget	10	10	
		Indicators	1	1	
	<i>General comments: To be successful, a Main Street program must have the financial resources necessary to carry out its work plan.</i>				
Criteria 7: Manager (10 pts.)					
	<i>General comments: Coordinating a successful program requires a trained, professional staff person who works full time. The job of the Main Street program managers requires good communication skills, the ability to be a good volunteer motivator and to work in a public environment with a volunteer board. Good organizational and management skills are also a necessity to keep the program's many activities moving forward, on schedule and within budget. Background or coursework in historic preservation/design/architecture, and/or economic development is also helpful. Main Street managers also have to grow and transition along with their programs.</i>				
Criteria 8: Professional development. (10 pts.)					
		Manager training	6	6	Refer to your contract can include field trips
		<i>Two required (approved substitutions allowed), plus new manager training for new managers</i>			
		Volunteer/board training	4	4	
	<i>Comments: In order to ensure a strong organization, Main Street program participants need ongoing training and professional development. Both staff and volunteers need different skills in different phases of the revitalization process, and, because staff and volunteer turnover will occur, everyone needs continuing education.</i>				
Criteria 9: Reporting (13 pts.)					
No credit is given for reports turned in more than three months past their original due date					
		Quarterly reinvestment	6.25	6.25	As noted in the reporting template, we have expanded the time period for reporting to give you as much possible chance for a higher score. These cells represent the adjusted scores for that expanded time period.
		<i>1.25 pts/quarter (1 point for late. 0 points for more than 3 months late)</i>			
		Monthly activity reports	5.15	5.25	
		<i>0.35 points/month (.25 for late. 0 points for more than 3 months late)</i>			
		Bonus point for 100% on-time submission during the reporting periods. Thank you!	0	1.5	

Comments: Tracking statistics, when collected on an ongoing basis, provide a tangible measurement of the local Main Street program's progress and is crucial to maintaining support for the effort. Local statistics are also compiled into aggregate data at the state and national levels and help show that programs such as Main Street play a significant role in economic vitality. Your score in this category is based upon our record of submissions. The aggregate and cumulative information you provide to us through these reports is used in many different ways. For instance, we use information gleaned out of monthly and annual reports to look for patterns and trends that helps us better refine our services to local programs. Case studies and spotlights developed from reports are used to train new managers and as features in Main Street Matters. These are only a few examples of the many ways that the information you provide through reporting is useful to the whole network.

Criteria 10: National membership (5 pts.)

Current member of the National Main Street Network.

5

5

Comments: You must be a National Main Street member to receive National Accreditation since the national center owns the Main Street brand.

SUB-TOTAL CRITERIA 1-10

101.4

107

(90 minimum overall & passing score of 5 in every category required)

Extra points:

Texas Treasure Business Award

5

<http://www.thc.texas.gov/preserve/projects-and-programs/texas-treasure-business-award>

THC Preservation Award

5

2017 or 2018 Great America Main Street Award (GAMSA) application submitted

5

TDA President's Award winning entry

5

McKinney or Corpus Christi conferences

Other notable awards, designations or recognition

5

GRAND TOTAL

101.4

132

Additional General Comments: We hope that you will use this external input in your program planning. The state office continues to be your partner in these efforts, so please feel free to contact us for services in any of the Four Point areas. We understand what a tremendous undertaking it is to complete this annual report and we appreciate your efforts in doing so. Your report was reviewed by all staff of the Texas Main Street Program.

[SUMMER HOME](#)

[ABOUT CAMP](#)

[SUMMER 2019 INSTRUCTORS](#)

[FORMS](#)

[PHOTO GALLERY](#)

[LET US KNOW...](#)

June 26 - 29, 2019

8:30a-4:00p

Location: Gonzales Junior High

426 N. College St., Gonzales, TX 78629

Registration Deadline: June 15, 2019



ACCOMMODATIONS:

Holiday Inn Express

126 Middle Buster Rd.

830-672-2777

Block: *South Texas Camp of Champions*

Last day to book the \$90/night two double or one king room rate is May 20th!

**We have some new & exciting things
happening this year!**

CAMP DIRECTORS:

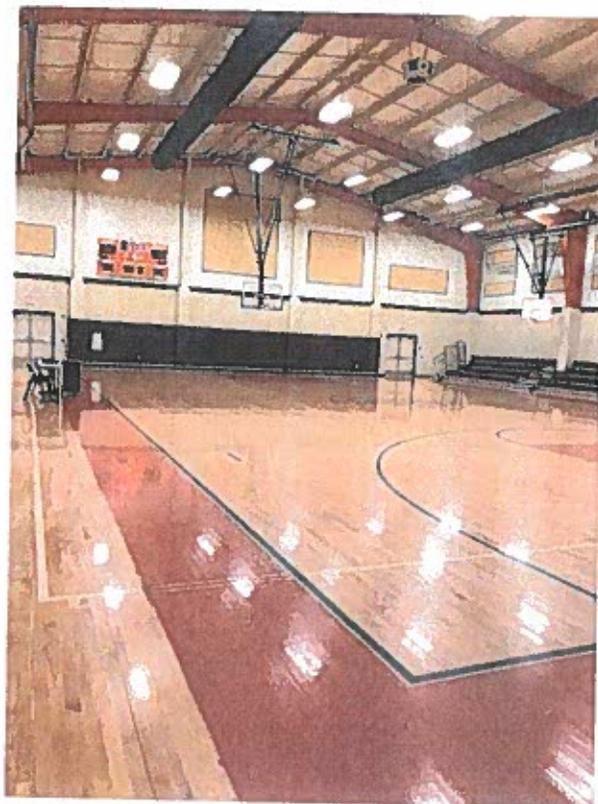
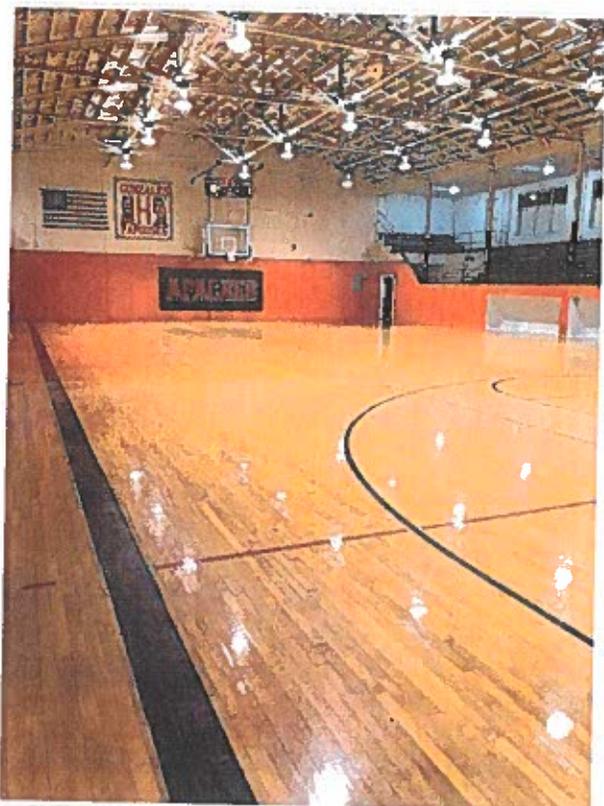
PAT MONTGOMERY
210-393-3551

MARGARET MANN
210-854-6818

NANCY EISENHAUER
361-510-0997

Email us!

POWERED BY



Gonzales Junior High's two, beautiful gyms for classes and private lessons.

*****There will be a performance in the town square on Friday Night.*****

Bring your fire, LED, and/or glow stick batons with glow-sticks!

There will also be Classes and a *List of Local Activities* for parents to do during the day such as:
Classes to help understand the contest score sheets, costume design, UIL, college try-outs etc

Our objective is to give you the opportunity to have FUN with your friends make new friends, while at the same time

- Increase the level of your baton skills, and movement skills
- Receive instruction from a variety of instructors with varied teaching techniques
- Challenge you and motivate you!
- Get routines ready for the contest season!

"We are honored that you have chosen the "South Texas Camp of Champions" to enhance your child's skills and education in "Being the Best They Can Be". It is our goal to have baton twirlers walk away with a better knowledge of baton twirling skills while at the same time making new friends!"

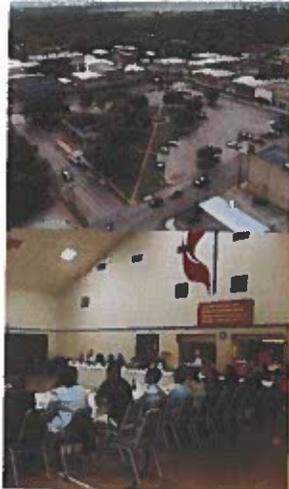
— Pat Montgomery, Nancy Eisenhower, and Margaret Mann



GONZALES CHAMBER OF
COMMERCE & AGRICULTURE
PRESENTS:

Marketing Your Business Lunch & Learn

Presented by:
Ashley Simper
Emerge Marketing
Concepts



RSVP Required: Limited
Seating available
Member (Good Standing):
\$10
Non-Member: \$40
Date: May 9, 2019
Time: 11:00 AM - 1:00 PM
Location: First United
Methodist Church 426 St
Paul St, Gonzales, TX 78629

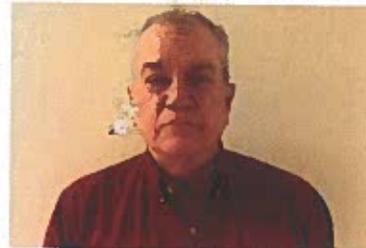


Date: May 15, 2019

Time: 11:00 AM- 1:00 PM

Location: Randle Rather
Building 3rd Floor
Conference Room

RSVP Required
Limited seating available



Member in Good Standing:

\$10

Non-Member:

\$40

**THE GONZALES CHAMBER OF COMMERCE &
AGRICULTURE PRESENTS:**

**Truth in Taxation Lunch & Learn
by Crystal Cedillo, CSTA, PCAC & John Liford Chief Appraiser**