



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, May 22 24, 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

OTHER BUSINESS

1. Formal Proclamation Signing of Proclamation Designating May as National Preservation Month

APPROVAL OF MINUTES

2. Approval of April 24, 2018 Minutes

ITEMS TO BE CONSIDERED

3. Discuss and Consider any action regarding Promotion Committee
 - a) Concert Series and Star Spangled Spectacular
 - b) Winterfest
4. Discuss and Consider any action regarding Christmas/downtown decorations
5. Discuss and Consider any action regarding Organization Committee
 - a. Happy Fall Ya'll
6. Discuss and Consider any action regarding Design Committee
7. Discuss and Consider any action regarding Economic Vitality Committee

STAFF/COMMITTEE REPORTS

8. Report on Come & Taste It Beer, Wine, & Art Festival
9. Review Program of Work
10. Manager's Report
11. Financial Report
12. Next Regular meeting will be June 26, 2018

AJOURN

I certify that a copy of the May 22, 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 18th day of May 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 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, April 24, 2018– 5:30 p.m.

AGENDA

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, Shelli Van Kirk, Sherri Schellenberg, John Pirkle, John Boothe, Carlos Camarillo, and Karen Jacobs. Members absent: Debbie Toliver, Suzanne Zaitz, and Johnnie Edwards.

Others present were Barbara Friedrich, Valmon Meade, Eric McGowan, Stewart Frazier, Jr. Mandalyn Leal, and Clint Hille.

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory board as a whole. Mr. Valmon Meade spoke of his new business Camels and Critters Mobile Petting Zoo. He would like to hold a grand opening on June 1st during the concert series. The Grand Opening would start at 5 pm and from 5 to 6 pm the zoo would be free to the public, after that there would be a charge.

APPROVAL OF MINUTES

1. Approval of March 27, 2018 Minutes

Following Discussion, Connie Dolezal moved to approve the minutes of March 27, 2018. Shelli Van Kirk seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider any action regarding Promotion Committee

The board discussed the proposal for Camels and Critters Mobile Petting Zoo to have their grand opening on June 1st. They will need about a 30x30 square space to set up. Behind the fire station or the side of where the rest rooms are were felt to be the perfect space to set up. Mr Meade stated that there would be no cost to Main Street and that he has liability insurance and will provide the City with a copy of this coverage.

a) Concert Series and Star Spangled Spectacular

Egon Barthels reported on the Concert Series. He talked about having special things such as the car and tractor show. Connie Dolezal will be talking with Kenneth Hyden about the tractor show. Egon reported that the Knights of Columbus will sell the beer this year and the VFW will have their July 4th bicycle parade and have a color guard solute before the concert on July 4th. Connie Dolezal reported that she would think of some games for the intermission. She thought water balloons and musical chairs went over well last year.

b) Winterfest

Lisa Brown reported that she had been working on this and will report back next month.

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

Connie Dolezal reported that she will be going back to the businesses to ask for money for the Christmas Lights on tops of the buildings.

4. Discuss and Consider any action regarding Organization Committee

a. City Wide Yard Sale

The City Wide Yard Sale was a success. There were some glitches but all went well.

b. 30th Anniversary of Gonzales Main Street

Lisa Brown reported that it was a great celebration and was well attended. The Mayor and Councilmen Dan Blakemore and Gary Schroeder attended.

5. Discuss and Consider any action regarding Design Committee

Carlos Camarillo reported that he and Johnnie Edwards had reviewed the Business Improvement Applications from FLIP St. George Street LLC and that he recommends that the board approve both applications submitted.

6. Discuss and Consider any action regarding Economic Vitality Committee

Barbara Friedrich reported that the Pre Development committee met with Scott Massie. He will be opening a business in the 600 block of Saint Joseph Street. Daya's Snow cones will relocate their business to the corner of Saint Andrew and Saint Paul Street.

7. Discuss and Consider Business Development Grant Application from Flip St George, LLC for building located at 318 Saint George Street

Mr. Stewart explained that the renovation project on the façade of both buildings located at 318 and 322 Saint George Street would replace the awning with underneath lighting, painting, and replacing the window panes. The buildings will house a Deli, offices, retail and a party room in back

Following discussion, Carlos Camarillo moved to approve funding of 80% up to \$15,000.00 Flip St George LLC for their property located at 318 Saint George Street. John Boothe seconded the motion. The motion prevailed by unanimous vote.

8. Discuss and Consider Business Development Grant Application from Flip St George, LLC for building located at 322 Saint George Street

Following discussion, John Boothe moved to approve funding of 80% up to \$15,000.00 to Flip St George LLC for their property located at 322 Saint George Street. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

STAFF/COMMITTEE REPORTS

9. Review Program of Work

The program of work was reviewed. It was discussed to have the Mayor sign a proclamation for National Preservation Month.

10. Manager's Report

Barbara Friedrich reported:

Come & Taste It Beer, Wine and Art Festival, Relay for Life Color Run, 40 Fellas Food Fest, and Intocable will be held on April 28th; American Freestyle Full Fight will be May 19th; Relay for Life will be May 5th on Confederate Square, The Royal Horses will be at J B Wells Par on May 8; Trailer roping will be at J B Wells Par on May 15th; and the Jr High Rodeo State Finals will be May 25th – June 2nd.

11. Financial Report

Financial Report was reviewed

12. Next Regular meeting will be May 22, 2018

AJOURN

Barbara Friedrich, Recording Secretary

Egon Barthels, Chairman

Johnnie Edwards, Secretary

**Come & Taste It, Beer, Wine, Art and Classic Car Festival
Financial Report - 2018**

Income

Sponsor	2,250.00
Wine Vendors	400.00
Art Vendors	650.00
Sale of Wrist Bands	1,925.00

Total Income \$5,225.00

Expenses

Walmart - Gift Baskets	28.26
HEB - Water & Ice	10.13
Personal Impressions - Wine Glasses & Bags	3,076.14
Tina Couet - Refund	50.00
Reimbursement to Wine Vendors (.50)	214.50
W B Farm & Ranch - Paint and Caution Tape	25.27
The Outhouse Company	309.75
Gonzales Inquirer - Thank You Ad	110.00
Longbranch Saloon - reimbursement for Tickets	11.50

Total Expenses **3,835.55**

Profit/Loss **1,389.45**

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	ESTIMATE D COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Keep public informed of Main Street Activities	Monthly news article in newspaper	Barbara Friedrich	Free	Monthly	Continue to promote Main Street and events through interviews with KCTI Radio Station. Gonzales Inquirer promotes Main Street Events on a regular basis	
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	City Wide Yard Sale – completed Concert Series – Mailed out vendor apps and soliciting Sponsors	Yard sale was huge Success- had 66 participants
Host Regional Board Training	-Set up date & time with Texas Main Street -Obtain place for training -Invite other Main Street Cities -Refreshments -Promote Shop Gonzales on web site and face book -Photo Ops	Lisa Kay Brown – Organization Committee	\$200.00	September 2018		
Promote downtown as shopping and dining destination National	-Proclamation	Board Barbara Friedrich	Free	On-going May 2018		

Preservation Month	-Newspaper article						
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 Saturday	Organization/Promotion Committee		November 2018			
Landscaping square in downtown	-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	-Come up with a plan for a great event to celebrate 30 years of Main Street	Lisa Brown		April 20 2018	Held at the San Antonio Distillery - Completed	Many citizens attended. Great Success	

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	On- going promotion on face book and radio interviews.	
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	City Wide Yard Sale -- Completed. Concert Series -- Mailed out vendor apps and soliciting Sponsors	Yard sale was huge Success- had 66 participants
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	Held at the San Antonio Distillery - Completed	Many citizens attended. Great Success

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	<p>Received a quote for wire and lighting for top of building.</p> <p>Received quote for company to place lighting on top of the buildings.</p>	
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	<p>Awarded grant to Floyd & Gindler.</p> <p>Awarded Utility Relocation grant to Bruce Harborth.</p> <p>Awarded grant to August Ellinger.</p> <p>Awarded grant to Flip St George LLC</p>	

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	Visited with Shirley Sommers about possible training	
Better Relationship with Businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Genora Young	Free	On-going		
Plan to visit successful downtowns to gather info that may benefit Gonzales	-Plan trip in Spring -Plan trip in summer -Encourage participation of all Board and Committees			April 2018		
Maintain property/ Business inventory	Keep list of properties available for rent or purchase and make available to public	Barbara Friedrich		On-going	Updated property survey January 2018	

March 31, 2018

Financial Statement
April 30, 2018
Gonzales Main Street, Inc.

Date	Num	Description	Category	Amount
Balance as of 03/31/2018				22,312.72
03/28/2018	2005	Gonzales Chamber of Commerce	Membership Dues	-75.00
04/11/2018	2006	Reese's Print Shop	Invitations	-41.75
04/16/2018	DEP	Deposit	Come & Taste It	2,200.00
04/16/2018	DEP	Deposit	Sponsorship	3,400.00
04/16/2018	DEP	Deposit	Yard Sale	130.00
04/18/2018	ATM	Walmart	Anniversary	-38.94
04/19/2018	2007	Noamia Aquira	Anniversary	-110.00
04/19/2018	2008	Barbara Friedrich	Anniv. - Band	-200.00
04/20/2018	ATM	ASCAP	Annual Dues	-175.00
04/25/2018	ATM	Walmart	Come & Taste It	-28.26
04/28/2018	ATM	HEB	Come & Taste It	-10.13
04/28/2018	ATM	Tractor Supply	Concert - Stage	-199.98
Balance as of 03/31/2018				27,163.66

Business Improvement Grant
April 30, 2018

Date	Num	Description	Category	Amount
Balance as of 03/28/2018				22,872.09
Balance as 04/30/2018				22,872.09

**City Wide Yard Sale 2018
Financial Report**

Income

Vendor Spaces	660.00
T Shirt Sale	58.00

Total Income

\$718.00

Expenses

Advertising - Gonzales Inquirer	110.00
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Total Expenses

\$110.00

Profit/Loss

\$608.00

**30th Anniversary Celebration
Financial Report - 2018**

Income

Total Income **\$0.00**

Expenses

Reese's Print Shop - Invitations **41.75**

Walmart - Plates, forks, cups, napkins **38.94**

Noamia Aquazo - Table Cloths **110.00**

Barbara Friedrich - Cash for Band **200.00**

Total Expenses **390.69**

Profit/Loss **(390.69)**