



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, May 24, 2016– 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 April 26, 2016 Minutes

**ITEMS TO BE CONSIDERED**

2. Discuss and Consider any action regarding Promotion Committee
  - a. Concert Series and Star Spangled Spectacular
  - b. Winterfest
3. Discuss and Consider any action regarding Christmas Decorations
  - a. Proposal for Christmas Decorations
4. Discuss and Consider any action regarding Organization Committee
5. Discuss and Consider any action regarding Design Committee
6. Discuss and Consider any action regarding Economic Vitality Committee

**STAFF/COMMITTEE REPORTS**

7. Manager's Report
8. Financial Report
9. Next regular meeting will be June 28, 2016 at 5:30 p.m.

**AJOURN**

I certify that a copy of the May 24, 2016 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 20th day of May 2016 at 2:00 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 \_\_\_\_\_, 2016 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*

Barbara Friedrich, Main Street Administrator

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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 26, 2016– 5:30 p.m.**

**MINUTES**

The Gonzales Main Street Advisory Board convened their regular meeting at 5:30 p.m., April 26, 2016 in the Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

Main Street Administrator Barbara Friedrich called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: Lisa Kay Brown, Connie Dolezal, Diane McCaskill, Egon Barthels, Sherri Schellenberg, Shelli Shelton Van Kirk, Johnnie Edwards, Carlos Camarillo and John Boothe. Members absent: Del De Los Santos, John Pirkle and Debbie Toliver. Others present were Barbara Friedrich, Mayor Robert A. Logan, Connie Kacair, Genora Young, and Tom Fish.

**PROCLAMATION DECLARING MAY 2016 AS NATIONAL PRESERVATION MONTH**

Mayor Robert A. Logan read and signed a proclamation declaring the Month of May 2016 as National Preservation Month.

**PUBLIC COMMENTS**

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

Connie Kacair spoke on a sidewalk grant that she is working on that would include downtown, North Avenue and East Avenue. The grant would allow the City to make the sidewalks ADA, Bicycle, and Skate Board accessible. This is about a 5.3 million dollar project. Gonzales Economic Development Corporation has approved \$250,000 match for the grant. She also spoke on about expanding Winterfest and Christmas lighting for downtown.

Genora Young, President and CEO of Gonzales Economic Development Corporation thanked Barbara Friedrich for the hard work she had done in helping to get a new business into town.

Connie Dolezal, Treasurer, arrived at the meeting and presided over the meeting.

**APPROVAL OF MINUTES**

- 1. Approval of March 22, 2016 Minutes**  
Following discussion, Diane McCaskill moved to approve the minutes of March 22, 2016. John Boothe seconded the motion. Motion prevailed by unanimous vote.

**ITEMS TO BE CONSIDERED**

- 2. Board Orientation**

Main Street Administrator handed out an orientation booklet for the board's review. She proceeded by reading the Advisory Board Accountability Agreement; explained the purpose of the program; Four Point Approach; explained the Business Development Grant; and asked for questions. Egon Barthels pointed out some mistakes on the Board member list.

**3. Discuss and Consider revision to National Preservation Month**

Barbara Friedrich reported that the theme had changed to "This Place Matters". Following discussion, Diane McCaskill moved to approve that Egon Barthels and Shelli Shelton Van Kirk work on National Preservation Month and this Place Matters Campaign. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss and Consider report from Debra Drescher and revision to Main Street Vision and Mission Statement**

Barbara Friedrich reported that she had included a report from Debra Drescher Main Street State Coordinator. Debra had one suggestion to the mission statement. Since Main Street is a Main Street and National Main Street Program that we should not have the statement that we are a non-profit organization in the mission statement. Barbara Friedrich submitted a new vision and mission statement for board approval. Following Discussion, Egon Barthels moved that the Vision and Mission statement be accepted as with correction of putting a hyphen between experience and rich on first line Shelli Shelton Van Kirk seconded the motion. The motion prevailed with unanimous vote.

**5. Discuss and Consider having carrousel rides during Winterfest**

Lisa Brown reported that Connie Kacair was helping to find funds for the carrousel ride. She reported that she had obtained a generator for the carrousel and that she had obtained a room from the Alcalde for the workers to stay in. Following discussion, Egon Barthels moved to approve the having carrousel rides during Winterfest pending guaranteed funding. John Boothe seconded the motion. The motion prevailed by unanimous vote.

**6. Discuss and Consider any action regarding Promotion Committee**

**a. Concert Series and Star Spangled Spectacular**

Egon Barthels reported that he had visited with Jessie Holt about the posters and we are waiting on all the sponsors. The T-Shirt designs were presented to the board. Following discussion, Diane McCaskill moved to approve purchasing the army green T-Shirt with the artwork that was on the brown shirt. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

Egon reported that there was no further matters to discuss about the Concert Series. Discussion was made about the volunteer shirts. They will be red shirts with Main Street Logo.

**b. Winterfest**

None

**7. Discuss and Consider any action regarding Christmas Decorations**

Connie Dolezal reported that Roy Staton met with the committee and stated he would help with what we wanted to do. Connie reported that she would like to have Betty Arnett with Arnett Marketing to come to Gonzales and give a proposal. Barbara Friedrich will get in touch with Betty to have her come to Gonzales.

**8. Discuss and Consider any action regarding Organization Committee**

Lisa Brown reported that she had talked with Pride of Texas to see if he could give us a couple of months to see if we could get the funding. Lisa talked with Rose Angel with Junk & Fund Rentals about bringing the Grinch and one other character to Winterfest. She also talked with her about being a vendor and bringing some Christmas theme to

Winterfest. Following discussion, Sherri Schellenberg moved to approve funding up to \$200.00 to bring two characters to Winterfest. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

Lisa talked with Bob Merrill about the carriage rides and he is willing to come back. He has asked if we could provide him with a route for the rides.

**9. Discuss and Consider any action regarding Design Committee**

None

**10. Discuss and Consider any action regarding Economic Vitality Committee**

None

## **STAFF/COMMITTEE REPORTS**

**11. Manager's Report**

Barbara Friedrich reported that The Gonzales Car Club will be at the June 10, 2016 concert. Debbie Opelia would like to do the hoola hoop contest and asked if Egon could provide some type of music. She worked at the gym during the Texas Independence Relay and there were 75 people who stayed at the gym; met Valman Meade to discuss a carriage ride business; met with Imran Acosta about a possible new business for downtown; Auggie Oberbeck and Buddy Baxeton have rented Pamela Walshak's building at 411 Saint James Street and they will be opening an antiques and collectables business; attended the Expo Center ribbon cutting and GADC luncheon. Pioneer Village will have a Dutch Oven Cook-off on April 30<sup>th</sup> and Hospital Gala will be May 7<sup>th</sup>.

**12. Financial Report**

Financial Report was reviewed

**13. Next regular meeting will be May 24, 2016 at 5:30 p.m.**

## **AJOURN**

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

Barbara Friedrich, Recording Secretary

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Del De Los Santos, Chairman

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John Prikle, Secretary

Gonzales Main Street  
Christmas Decorations for Downtown Gonzales  
Three Year Proposal

The Gonzales Main Street Christmas Decoration Committee met on May 16, 2016 at 10:00 am to discuss a three year proposal for decorating downtown for the Holiday Season.

The committee decided that they would like to see a Vintage Christmas theme of the 50's and 60's.

2016 Christmas Season

- 1) Colored vintage lights across the streets on Saint Paul and Saint Joseph streets. This will be six runs of lights across Saint Paul Street and nine runs of lights across Saint Joseph Street for a total of 600 feet of lights across the streets. To cover from Saint James to Saint Louis and Saint James to Saint Lawrence (around Texas Heroes Square) would be a total of 700 feet of lights.
- 2) Would reuse the vintage trees and bell pole decorations along Saint Paul and Saint Joseph Street. The committee will purchase LED lighting for these.
- 3) Add more lighting to the Christmas Tree.
- 4) Placing white lighting in the trees on Confederate Square. There are a total of six trees.

2017 Christmas Season

- 1) Replace lighting on top of the downtown buildings. We would need to replace approximately 7,000 feet of wiring and the committee is suggesting using LED C9 Warm Lights. For 7 1,000:: Spool, C9 Nylon Sockets, 12' spacing, #14 Gauge Wire, Dual Strand the cost as of 2016 would be \$3,465.00. 7,000 C9 LED Warm White lights cost would be as of 2016 \$7,910.00. 7,000 Flat Roof adapters mounting on flat surface and 7,000 shingle tab adapter use with flat roof adapter as of 2016 would be \$1,305.93. This would be a total of \$12,680.93 plus shipping and handling.

2018 Christmas Season

- 1) Light up the small flag pole as a tree.
- 2) Place white lights in the trees on Texas Heroes Square

**Financial Statement**  
**April 30, 2016**  
**Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 03/31/2016				18,865.52
04/05/2016	1909	CH Graphics	Sponsor Poster	-424.57
04/15/2016	DEP	Concert Series	Booth Space	85.00
04/15/2016	DEP	Concert Series	Sponsors	2,200.00

Balance as of 04/30/2016				20,725.95
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**Business Improvement Grant**  
**April 30, 2016**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 03/31/2016				14,404.60
Balance as of 04/30/2016				14,404.60

## Budget - Current Year

01/01/2016 through 12/31/2016 Using Budget 2015

05/20/2016

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Category	01/01/2016 Actual	- Budget	12/31/2016 Difference
<b>INCOME</b>			
Christmas Decoration Donantion	0.00	0.00	0.00
Donation	3,000.00	3,000.00	0.00
Fundraisers	0.00	1,000.00	-1,000.00
Incentive Fund Grant - Receipts	0.00	75,000.00	-75,000.00
Santa's Market	35.00	1,000.00	-965.00
Summer Concert Series -Donation	10,540.00	28,200.00	-17,660.00
Winterfest	77.00	500.00	-423.00
<b>TOTAL INCOME</b>	<b>13,652.00</b>	<b>108,700.00</b>	<b>-95,048.00</b>
<b>EXPENSES</b>			
Board Training	25.00	100.00	75.00
Business Mixer	0.00	200.00	200.00
Christmas Decorations	0.00	3,440.00	3,440.00
Downtown Project	0.00	0.00	0.00
Incentive Grant	15,000.00	75,000.00	60,000.00
Legal-Prof Fees	0.00	260.00	260.00
Lighting Project	0.00	0.00	0.00
Postage	0.00	50.00	50.00
Sales Tax	15.60	50.00	34.40
Summer Concert Series	424.57	28,200.00	27,775.43
Supplies	0.00	200.00	200.00
Volunteer Appreciation	0.00	400.00	400.00
Winterfest exp	2.49	800.00	797.51
<b>TOTAL EXPENSES</b>	<b>15,467.66</b>	<b>108,700.00</b>	<b>93,232.34</b>
<b>OVERALL TOTAL</b>	<b>-1,815.66</b>	<b>0.00</b>	<b>-1,815.66</b>