



**MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, October 22, 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 September 24, 2019 Minutes

ITEMS TO BE CONSIDERED

2. Discuss, Consider, and Possible Action regarding Program of Work for FYE 2020
3. Discuss, Consider, and Possible Action regarding Annual Main Street Community Accreditation
4. Discuss, Consider, and Possible Action regarding Promotion Committee
 - a) Concert Series and Star Spangled Spectacular
 - b) Happy Fall Y'all
 - c) Winterfest
5. Discuss, Consider, and Possible Action regarding Christmas/downtown decorations
6. Discuss, Consider, and Possible Action regarding Design Committee
7. Discuss, Consider, and Possible Action regarding Organization Committee
8. Discuss, Consider, and Possible Action regarding Economic Vitality Committee

REPORTS

9. Report on Sisters on the Fly
10. Report on Sponsorship Packet
11. Financial Report for month of September 2019
12. Main Street Manager Barbara Friedrich's report
13. Set date and time for next meeting.

AJOURN

I certify that a copy of the October 22nd, 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 18th day of October 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, September 24, 2019– 5:30 p.m.

MINUTES

The Gonzales Main Street Advisory Board convened their regular board meeting at 5:30 p.m., September 24, 2019 in the City Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

CALL TO ORDER AND CERTIFICATION OF QUORUM

Chairman John Boothe called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: John Boothe, Gregory Webb, Carlos Camarillo, Karen Jacobs, Rob Brown, Sherri Schellenberg, Meena Patel, Connie Dolezal, Debbie Toliver, and Shelli Van Kirk

Absent: Suzanne Zaitz

Others present were Barbara Friedrich, Lisa Brown, Garrett McGinley, Christi Fullilove, and Cheri Lane

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

None

APPROVAL OF MINUTES

1. Approval of August 27, 2019 Minutes

Following discussion, Rob Brown moved to approve of the minutes of August 27, 2019. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss, Consider and Possible Action regarding Business

Improvement Grant Application from Saint George Street LLC

Christi Fullilove presented a Business Improvement Grant Application from Saint George Street LLC for property located at 403 Saint George Street to

Rob Brown gave a report on the status the Stage. Rob showed pictures of a used stage that needed some work that would be \$65,000.00. Then he reported that he had acquired a bid on a new stage from APEX. This stage would be 20X16 with Hydraulic control and has a three year warranty. Following discussion, Sherri Schellenberg moved to approve recommending the purchase of Stage from APEX. Debbie Toliver seconded the motion. Motion prevailed by unanimous vote.

9. Report on Sponsorship Packet

Karen Jacobs reported on the sponsor packets.

Karen Jacobs moved to kill the packet to include sponsorship for all events. Motion died for lack of a second.

Shelli Van Kirk moved to combine a two page packet for sponsorship. Karen Jacobs seconded the motion. The motion prevailed by unanimous vote.

10. Financial Report for month of August 2019

Reviewed.

11. Main Street Manager Barbara Friedrich's report on meeting with Dawn Cross, meeting on legislative updates, conference on Downtown Revitalization.

Barbara Friedrich reported that she had met with Dawn Cross who has opened Cross My Heart Artistry LLC. Dan Santee, City Attorney, gave a report to City Employees and Board Member on the Legislative Updates. Some changes had been made to the Open Meeting Act and all board members are required to do training on this and can be completed on the internet. She reported that she attended a conference on Downtown Revitalization.

12. Next meeting will be October 22, 2019 at 5:30 p.m.

AJOURN

No further matters were discussed. Meeting was adjourned by motion by Shelli Van Kirk and seconded by Karen Jacobs.

Barbara Friedrich, Recording Secretary

John Boothe, Chairman

Suzanne Zaitz, Secretary

**Financial Statement
September 30, 2019
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of August 31, 2019				14,553.48
9/10/2019	DEP	Deposit	D & G	300.00
9/13/2019	ATM	Cable Ties	Happy Fall Y'all	-32.27
9/24/2019	2078	Gregory Webb	Winterfest	-16.92
9/24/2019	2079	George's Art	Happy Fall Y'all	-400.00

Balance as of September 30, 2019 14,404.29

**Business Improvement Grant
September 30, 2019**

Date	Num	Description	Category	Amount
Balance as of August 31, 2019				5,135.68
Balance as of September 30, 2019				<u>5,135.68</u>

GONZALES MAIN STREET 2019 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 2019 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	Accomplished	Handed out letters to businesses for each event to inform them when squares and streets will be closed
Special events to bring people downtown.	<ul style="list-style-type: none"> -Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade -City Wide Garage Sale -Scavenger Hunt -Sisters on the Fly -Easter Egg Hunt -Wine Swirl 	Organization/Promotion Committee	\$30,000.00	January 2019 July 2019 August 2019 January 2019 July 2019	Accomplished Accomplished Accomplished Not Accomplished Accomplished Not Accomplished Not Accomplished	Over 500 in attendance at each event Had 37 participants Had 165 paid participants
Host Regional Board Training	<ul style="list-style-type: none"> -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 	-Organization Committee	\$200.00	September 2019	Attended board training in Luling, Texas	Five board members attended and retained great information
Promote downtown as shopping and dining destination	<ul style="list-style-type: none"> -Promote Shop Gonzales on web site and face book -Photo Ops 	Board	Free	On-going	Accomplished	
National Preservation Month	<ul style="list-style-type: none"> -Proclamation -Newspaper article 	Barbara Friedrich	Free	March 2019	Accomplished	Had Mayor sign a proclamation
Volunteer	-Plan what Main	Organization	\$400.00	August 2019	Not Accomplished	

Appreciation	Street can do to thank volunteers for service	Committee		September 2019	Accomplished	
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business Saturday	Organization/Promotion Committee		September 2019	Accomplished	Several businesses participated in the Small Business Saturday and reported they had a great shopping day
Place Open banners at each business	Design banner, get quote of cost of banner and bracket, plan a fundraising event for project	Organization/Design Committee		October 1, 2019	Not Accomplished	

Promotion Committee 2019 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	Promotion Committee	Free	On-going	Accomplished	
Special events to bring people downtown.	-Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade -City Wide Garage Sale -Scavenger Hunt -Sisters on the Fly -Easter Egg Hunt -Wine Swirl	Promotion Committee	\$30,000.00	January 2019 July 2019 August 2019 January 2019 July 2019	Accomplished Accomplished Accomplished Not Accomplished Accomplished Not Accomplished Not Accomplished	Over 500 in attendance at each event Had 37 participants Had 165 paid participants
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	March 2019	Accomplished	Mayor signed proclamation
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business Saturday			September 2019	Accomplished	Several businesses participated in the Small Business Saturday and reported they had a great shopping day

Design Committee 2019 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Open Banners	Design banner, get quote of cost of banner and bracket, plan a fundraising event for project	Organization/ Design Committee Johnnie Edwards		October 1, 2019	Not Accomplished	
Christmas Decorations	-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	\$	August 2019	Working	
Focus on renovations of buildings.	-Review Business Improvement Grant Program -Approve Utility Relocation Grant Program. -Visit each building owner interested in	Barbara Friedrich Carlos Camarillo	\$75,000.00	On-Going	Accomplished	Five Façade Grants were completed in 2019 for a reinvestment of \$32,258.00 for they year

	assistance. -Continue relationship with GEDC for funding of these grants.					
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Economic Restructuring Committee 2019 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	Barbara Friedrich			Not Accomplished	
Merchant Training	-Partner with SBDC for Training -Semi-Annual event-- -Set Time, date, and place				Not Accomplished	
Better Relationship with Businesses	-Visit each business on Main Street monthly -Explain incentives -Main Street has to offer	Barbara Friedrich/Board	Free	On-going	Accomplished	Manager and Board Members meet with businesses on a regular basis.
Recruit downtown businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Genora Young	Free	On-going		New businesses downtown: The Farmers Daughter, The Painted Pony, Grammy's Treasures, The Tin Star and Peach Creek Antiques. Three buildings

	Plan to visit successful downtowns to gather info that may benefit Gonzales	Maintain property/ Business inventory		-Plan trip in Spring -Plan trip in summer -Encourage participation of all Board and Committees	Keep list of properties available for rent or purchase and make available to public			Barbara Friedrich					April 2019	On-going		Not Accomplished	Accomplished	have sold and will be placing new businesses by 2020.		Have a survey of all properties available
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