



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, October 24, 2017– 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

BOARD TRAINING

APPROVAL OF MINUTES

1. Approval of September 26, 2017 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider any action regarding Promotion Committee
 - a) Winterfest - Activities, Parade Apps, Vendor Apps. and Chili & Bean Contest
 - b) Concert Series and Star Spangled Spectacular
 - c) Small Business Saturday
3. Discuss and Consider any action regarding Christmas/downtown decorations
 - b. Winter Wonderland Window Decorating Contest
4. Discuss and Consider any action regarding Organization Committee
 - a. City Wide Yard Sale
5. Discuss and Consider any action regarding Design Committee
6. Discuss and Consider any action regarding Economic Vitality Committee

STAFF/COMMITTEE REPORTS

7. Review Program of Work
8. Report on Happy Fall Y'all
9. Manager's Report
10. Financial Report
11. Next Regular meeting will be November 28, 2017.

AJOURN

I certify that a copy of the October 24, 2017 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 October, 2017 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 _____, 2017 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, September 26, 2017– 5:30 p.m.

MINUTES

CALL TO ORDER AND CERTIFICATION OF QUORUM

Chairman Del De Los Santos called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: Del De Los Santos, Egon Barthels, Connie Dolezal, Shelli Van Kirk, Lisa Kay Brown, John Boothe, John Pirkle, Johnnie Edwards and Sherrie Schellenberg. Members absent: Debbie Toliver, and Carlos Camarillo.

Others present were Barbara Friedrich, Clint Hille, and Genora Young .

PUBLIC COMMENTS

Clint Hille was introduced as the new Tourism Director for the City of Gonzales. Clint stated that he was looking forward to working with the Main Street Board.

APPROVAL OF MINUTES

1. Approval of August 27, 2017 Minutes

Following discussion, Johnnie Edwards moved to approve the Minutes of August 27, 2017 with corrections. John Boothe seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Election of Officers

Chairman De Los Santos asked for nominations for Chairman. Connie Dolezal nominated Egon Barthels to serve as Chairman of the Main Street Advisory Board. No other nominations were submitted.

Following discussion, Connie Dolezal moved to appoint Egon Barthels Chairman of the Main Street Advisory Board. Sherrie Schellenberg seconded the motion. The motion prevailed by unanimous vote.

Chairman De Los Santos asked for nominations for Vice Chairman. Connie Dolezal nominated John Boothe to serve as Vice Chairman of the Main Street Advisory Board. No other nominations were submitted.

Following discussion, Connie Dolezal moved to appoint John Boothe Vice Chairman of the Main Street Advisory Board. John Pirkle seconded the motion. The motion prevailed by unanimous vote.

Chairman De Los Santos asked for nominations for Secretary. Lisa Brown nominated Johnnie Edwards to serve as Secretary of the Main Street Advisory Board. No other nominations were submitted.

Following discussion, Lisa Brown moved to appoint Johnnie Edwards Secretary of the Main Street Advisory Board. John Boothe seconded the motion. The motion prevailed by unanimous vote.

Chairman De Los Santos asked for nominations for Treasurer. John Pirkle nominated Connie Dolezal to serve as Treasurer of the Main Street Advisory Board. No other nominations were submitted.

Following discussion, John Pirkle moved to appoint Connie Dolezal Secretary of the Main Street Advisory Board. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

Chairman Del De Los Santos relinquished the Chairman position to the new Chairman Egon Barthels.

3. Discuss and Consider purchasing a Temporary Electrical Power Box for use on Texas Heroes Square.

Barbara Friedrich reported that Ricky Champion of the City of Gonzales had approached her about purchasing a temporary electrical power box to be used on Texas Heroes square for the Christmas lights. He has to purchase three boxes. The City will pay for one, the Chamber of Commerce will pay for one and he was asking if Main Street to pay for one box.

Following discussion John Boothe moved to approve spending up to \$500.00 for a temporary electrical power box. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider any action regarding Promotion Committee

a) Winterfest

Connie Dolezal reported that she had delivered parade applications to all the banks and several other businesses in town.

b) Concert Series and Star Spangled Spectacular

None

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

b. Window Decorating Contest

Shellie Van Kirk and Barbara Friedrich will be meeting before the next regular Main Street Advisory Board and will bring information to the board.

6. Discuss and Consider any action regarding Organization Committee

a. Happy Fall Y'all

Lisa Brown reported that we will be having a movie on the square, trunk or treat, costume contest, photo op booth, cake walk, pumpkin painting, Jump and Fun will have games, the Police Department will down talking about safety for trick or treaters and the Fire Department will have a fire truck on display.

7. Discuss and Consider any action regarding Design Committee

None

8. Discuss and Consider any action regarding Economic Vitality Committee

Del De Los Santos spoke on how he enjoyed working with everyone. He will volunteer when needed.

STAFF/COMMITTEE REPORTS

9. Manager's Report

Barbara Friedrich thanked Del for all the years he had worked with Main Street and said they were going to miss him. She also told all the board members that she appreciated all the hard work they did.

10. Financial Report

Reviewed

11. Next regular meeting will be October 24, 2017

AJOURN

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

Barbara Friedrich, Recording Secretary

Egon Barthels, Chairman

Johnnie Edwards, Secretary

2017 PARADE ENTRIES

- | | | |
|----|---|-------------------|
| 1 | Main Street Marketplace | Truck and trailer |
| 2 | Texas Remarketing Service | Golf Cart |
| 3 | Gonzales High School Mighty Apache Band | Marching |
| 4 | Palmetto State Park | float - 40 ft |
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2017 Main Street Winterfest
Bean & Chili Cook-Off
Saturday, December 2, 2017

Confederate Square Downtown Gonzales

Rules:

1. Limited space is available. After unloading vehicle please park on outside of square. Set up/Start time is 10:00 am - 12 Noon. You can start cooking as soon as you check in at the Main Street registration table located by the announcement/music booth.
2. Entry fee is \$15.00 per entry or \$25.00 for both. Deadline to drop off entry form is Friday, December 1 by noon at The City of Gonzales, 820 St. Joseph.
3. No pre-seasoned Chili meat. You must cook at least 2 lbs. of beans. Pre-cooked beans are NOT allowed. Pre-soaked beans in water is acceptable. Please make sure you have enough for the People's Choice.
4. You must furnish your own supplies.
5. Prizes will be given for 1st, 2nd, 3rd & People's Choice Award in each category.
6. All entries must be turned in at the registration table by the head cook at time announced.
7. TURN IN TIMES: Chili - 3:00 pm * Beans - 3:30 pm
8. Winners will be announced as soon as the judges are finished.
9. Each team is responsible for cleaning and picking up trash in their area.
10. The Gonzales Main Street is NOT Responsible for THEFT, DAMAGES or ACCIDENTS.

-ENTRY FORM:

TEAM

NAME:-----

HEAD COOK/PHONE NUMBER:-----

TEAM

MEMBERS:-----

PLEASE CIRCLE WHAT YOU WILL BE COOKING: Chili Beans Both

PAID: Cash Check

For more information contact:

Debbie Toliver 830-857-3974 * Carlos Camarillo 830-857-6371 * Barbara Friedrich 830-672-2815

All entries form to: The City of Gonzales * Gonzales, TX 78629 Attn: Barbara
Mail - P.O. Box 547 * Drop off - 820 St. Joseph



*Gonzales Main Street
Winter Wonderland Window Decorating Contest 2017
Registration Form*

NAME OF BUSINESS

BUSINESS PHONE

OWNER/MANAGER

ADDRESS OF BUSINESS

Please enter my business in the Winter Wonderland Window Decorating Contest

Signature of Business Owner/Manager

Please return form to Gonzales Main Street, 820 Saint Joseph, P. O. Box 547, Gonzales, Texas, Fax to 830-672-2813 or scan and e-mail to bfriedrich@gonzales.texas.gov by Wednesday, November 22, 2017 at 5:00 PM. Call 830-672-2815 for questions.

Prizes: First Place - \$250.00

Second Place - \$150.00

Third Place \$100.00

Theme: Christmas

Scoring: Points will be awarded for use of space, merchandise display, theme and lighting. Points scored with 1 being "Poor" and 10 being "Excellent". Extra points will be awarded for exterior décor, clean windows and weed-free sidewalks. The business with the highest total score wins!

Judging: Out-of-town judges will visit your business after 5:00 p.m. on Thursday, November 30. You do not have to be open.

Winners will be announced at the Lighted Christmas Parade at 6:30 p.m. on Saturday, December 2. A window poster will be presented to winners for display and photos of the winners will appear in the Gonzales Inquirer newspaper.

YOU MUST REGISTER TO BE IN THE CONTEST.

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	<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 -Come up with a plan for a great event to celebrate 30 years of Main Street 					
Landscaping square in downtown							
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
September 30, 2017
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 08/31/2017				10,594.86
09/12/2017	1995	Tornado Tees	Concert Series	-290.00
Balance as of 09/30/2017				10,304.86

**Business Improvement Grant
September 30, 2017**

Date	Num	Description	Category	Amount
Balance as of 08/31/2017				22,872.09
Balance as 09/30/2017				22,872.09

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