



**MAIN STREET ADVISORY BOARD MEETING
AGENDA**

**Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, March 25, 2014 – 5:30 p.m.**

1. Call to Order.
2. Public Comments.
3. Approve minutes for February 25, 2014.
4. Review Treasurer's report for February 2014.
5. Discuss and Consider Promotional Opportunity.
6. Committee Reports.
 - a. Promotion Committee.
 1. Discussion and any action regarding Concert Series and Star Spangled Spectacular.
 - b. Christmas Decoration Committee
 1. Discussion and any action regarding Christmas Decorations.
 - c. Organization Committee.
 1. Discussion and any action for Organization Committee.
 - d. Design Committee.
 1. Discussion and any action for Design Committee.
 - e. Economic Restructuring Committee.
 1. Discussion and any action for Economic Restructuring Committee.
7. Manager's Report.
8. Board Comments.
9. Next meeting will be April 22, 2014 at 5:30 p.m.
10. Adjourn.

I certify that a copy of the March, 2014 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 21st day of March 2014, at 10:45 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 _____, 2014 at _____ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, Gonzales Inquirer, and Gonzales cannon.

Barbara Friedrich
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, February 25, 2014 – 5:15 p.m.**

MINUTES

On the 25th day of February 2014, at 5:15:00 p.m. the Gonzales Main Street Advisory Board convened in a Regular Meeting at the Gonzales Municipal Building, 820 St. Joseph, Gonzales, Texas.

The following members were present constituting a quorum.

Del De Los Santos, Debbie Toliver, Melissa Taylor, Carlos Camarillo, Diane McCaskill, Lisa Kay Brown, and George Wilhelm

Absent: Susan Weber, Kacey Lindemann Butler, Egon Barthels, Sherri Schellenberg, and Connie Dolezal.

Others: Barbara Friedrich, Andy Rodriguez, Mayor Robert A. Logan and Councilman Tommy Schurig

1. Call to Order.

Chairman Del Los Santos called the meeting to order at 5:40 p.m.

2. Public Comments.

None

3. Discuss and Consider Downtown Alley Entrance Beautification Project.

Andy Rodriguez presented an idea of having murals placed on the buildings on the alley ways. The concept came from renovating the Personal Impressions building and having a red brick wall that needed covering. He presented several locations that he felt would help the beautification of the downtown. This would have to be a partnership between the building owners and Main Street.

Following discussion, Melissa Taylor moved to form a committee to look into the Downtown Alley Entrance Beautification project. Lisa Kay Brown seconded the motion. The motion prevailed by unanimous vote.

4. Approve minutes for January 28, 2014 and February 11, 2014..

Following discussion, Carlos Camarillo moved to approve the minutes of January 28, 2014. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

Following discussion, Debbie Toliver moved to approve the minutes of February 11, 2014. George Wilhelm seconded the motion. The motion prevailed by unanimous vote.

5. Review Treasurer's report for January 2014.

The January Treasurer's report was reviewed by the board.

6. **Board Orientation.**
Main Street Administrator Barbara Friedrich presented a review of the concept of Main Street and what was expected of the Board.
7. **Discuss and Consider Program of Work.**
Following discussion, Carlos Camarillo moved to approve the 2014 Program of Work as corrected. Lisa Kay Brown seconded the motion. The motion prevailed by unanimous vote.
8. **Discuss and Consider Budget for FYE 2014.**
The 2014 Main Street Budget was presented to the board for consideration.
Following discussion, George Wilhelm moved to approve the Budget for FYE 2014. Melissa Taylor seconded the motion.
9. **Committee Reports.**
 - a. **Promotion Committee.**
 1. **Discussion and any action regarding Concert Series and Star Spangled Spectacular.**
Barbara Friedrich reported that she and Debbie Toliver had discussed increasing the vendor prices.
Following discussion, Debbie Toliver moved to change the prices for vendor spaces to \$15.00 per Friday night; \$85.00 for Friday nights and 4th of July and \$50.00 for 4th. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.
 - b. **Christmas Decoration Committee**
 1. **Discussion and any action regarding Christmas decorations.**
Del De Los Santos reported that they had talked with Tim Patek about setting a time when the board members could help with putting of the Christmas Tree and decorating. He also stated that the committee was looking at the St. Louis Street entry way and a Happy Holiday sign for Market Square.
 - c. **Organization Committee.**
 1. **Discussion and any action for Organization Committee.**
None
 - d. **Design Committee.**
 1. **Discussion and any action for Design Committee.**
Melissa Taylor reported that should would be ready with the marketing campaign for the Concert Series the first of March.
 - e. **Economic Restructuring Committee.**
 1. **Discussion and any action for Economic Restructuring Committee.**
None
10. **Manager's Report.**
Written report was submitted.
11. **Board Comments.**
None
12. **Next meeting will be March 25, 2014 at 5:30 p.m.**
13. **Adjourn.**

No further matters were discussed. The meeting was adjourned by motion by George Wilhelm and seconded by Lisa Kay Brown.

**Financial Statement
February 28, 2014
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 01/31/2014				21,880.47
02/18/2014	DEP	Southern Clay	Donation	5,000.00
Balance as of 02/28/2014				26,880.47

**Small Business Improvement Grant
February 28, 2014**

Date	Num	Description	Category	Amount
Balance as of 01/31/2014				42,392.30
02/13/2014	1026			-716.00
02/18/2014	1027			-1,244.00
Balance as of 01/31/2014				40,432.30

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Gonzales Noon Lions Club

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2014 Concert Series Sponsors

NAME	ADDRESS	CITY	AMOUNT	CHECK #	
BYK Additives, Inc.	1212 Church Street	Gonzales	5,000.00	100046	(Picture Taken)
Johnson Oil Company	P. O. Drawer 1959	Gonzales	1,250.00	143488	
Tiger Tote Food Stores	P. O. Drawer 1959	Gonzales	1,250.00	76147	
SAWS	P. O. Box 2449	San Antonio 78298	2,500.00	4084780	(picture taken)
Lindemann Fertilizer	5451 W. State Hwy. 97	Gonzales, Texas 78629	550.00	5443	
Scott Dierlam Ins.	P. O. Drawer O	Gonzales, Texas 78629	1,500.00	1842	
Total			12,050.00		

PLEDGED SPONSORS

Dubose Insurance Agency, Inc.	\$1,000.00
D & G automotive	\$1,000.00
Dierlam Insurance	\$1,000.00
Best Western	\$200.00
Holiday Finance	\$500.00
4L RV	\$100.00
Cost Store Café	\$100.00
Caraway Ford	\$1,000.00
Holiday Inn	\$500.00
Sleep Inn	\$500.00
Texaco	\$200.00
No Accessories	\$50.00
Yours Mine Salon	\$50.00
The Heights	\$100.00
West Motors	\$100.00
Tyson	\$100.00
Total	\$6,500.00

IN KIND SPONSORS

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Charlie Martin
Walmart
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City of Gonzales
Running M
KCTI
Texas Thunder Radio
MBH Welding

**Main Street Manager
March 2014**

Project	Action
Downtown Visitation	Visited with Gasper Lekgega with La Bella Tavola about signage for the restaurant. Have been in contact with Steve Petty about Pat Ford's Building. Steve left on March 21st to Central America. Bill Ford will be the new contact. Met with Glenda Gordon. She has scanned about 300 Old pictures from the archives and she is working with me to find pictures of the downtown buildings.
Façade Grant	Met with Doug Phelean about his building in the 600 block of St. Paul Street (the old domino hall). He will be renovating building and a brew pub will be coming soon. Met with Pam and Joan Walshak about their building on St. James Street (Health Solutions building). They are wanting to do something with the façade of the building. Texas Main Street Architect Howard Langaner will be visiting on April 9th. We will be looking for at the Walshak and Phelean buildings.
Tourism Committee	Tourism committee has placed an ad in Texas Highway Magazine promoting the Concert series and Star Spangled Spectacular.
Attended Following local meetings & events City Council Tourism Committee Meeting	
Upcoming Events:	
April 1 - City Council - 6 p.m.	
April 10 - Tourism Committee - 12:30 p.m.	
April 28 - GEDC - 6 p.m.	

COMING SOON

La Bella Tavola
Italian Grill & Pizzeria

