



## MAIN STREET ADVISORY BOARD MEETING

Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Monday, January 28, 2014 – 5:15 p.m.

### MINUTES

On the 28<sup>th</sup> day of January 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, Connie Dolezal, Debbie Toliver, Melissa Taylor, Kacey Lindemann Butler, Egon Barthels, Carlos Camarillo, Diane McCaskill, Lisa Kay Brown, and Sherri Schellenberg

Absent: Susan Weber and George Wilhelm

Others: Barbara Friedrich, Tim Patek, Cindy and Andy Rodriguez, and Jeff Coleman.

- 1. Call to Order.**  
Chairman De Los Santos called the meeting to order at 5:15 p.m.
- 2. Welcome to new Main Street Board Members.**  
Barbara Friedrich welcomed the new board members; everyone introduced themselves to the board.
- 3. Public Comments.**  
Connie Dolezal spoke about the Winterfest activities. She commented that she would like to see more of what Cuero was doing and move the Christmas Parade to the Thanksgiving weekend.
- 4. Discuss and Consider Business Improvement Grant Applications.**  
The Board considered a Business Improvement Grant Application from Hotel Alcalde. The grant application was originally approved on July 30, 2013 for an amount of \$10,000.00 Jeff Coleman with Hotel Alcalde requested that the amount be increased to \$15,000.00 due to Gonzales Economic Development Corporation approving to increase the grant application to \$15,000.00. Barbara Friedrich reported that President Nathan Neuse of GEDC had sent an e-mail stating that since work had not begun, he felt that this would be correct and it was up to the Main Street Board to decide if this could be changed. Kacey Lindemann Butler stated that the approved application gave the grantee 60 days to begin work. She would like to see a new application for the \$15,000.00 be submitted.

Following discussion, Kacey Lindemann Butler moved to approve funding a Business Development Grant up to \$15,000.00 to Hotel Alcalde pending a current signed application. Melissa Taylor seconded the motion. The motion prevailed by unanimous vote.

The Board considered a Business Improvement Grant Application from Personal Impressions. Andy Rodriguez of Personal Impressions stated that the application would be to replace the windows, awning, and repainting the façade of the building. It was noted that the total amount of bid was incorrect.

Connie Dolezal moved to approve funding a Business Development Grant to Personal Impressions pending a corrected bid from DeMent and Company. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

The Board reviewed the Business Development Grant Application from Pat Ford. Barbara Friedrich reported that Steve Petty was unable to attend the meeting. The application is to remove the fake façade of the building back to its original design, replacing windows, doors, and repainting the building.

Following discussion, Egon Barthels moved to approve funding a Business Development Grant to Pat Ford for the renovation of his building at 401 St. George Street. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**5. Discuss and Consider Utility Relocation Grant Application.**

Pat Ford submitted a Utility Relocation Grant Application to the Board. This application would fund \$2,500.00 to remove the utility boxes on the side of their building.

Following discussion, Connie Dolezal moved to approve funding the Utility Relocation Grant Application. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**6. Approve minutes for December 2, 2013.**

Following discussion, Kacey Lindemann Butler moved to approve the minutes of December 2, 2013. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**7. Review Treasurer's report for December 2013**

The board reviewed the Treasurer's report for December 2013.

**8. Discuss and Consider Program of Work for 2014.**

Main Street Administrator requested that this item be tabled to the next meeting.

Egon Barthels moved to table item #8 until the next meeting. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**9. Discuss and Consider purchase of Christmas Decorations while they are on sale.**

Connie Dolezal reported that the Christmas Decoration Committee would like to purchase decorations now, so we could take advantage of sales that are going on.

Following discussion, Kacey Lindemann Butler moved to approve purchasing Christmas Decorations while they are on sale. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**10. Committee Reports.**

**a. Promotion Committee.**

**1. Discussion and any action regarding Concert Series and Star Spangled Spectacular.**

Egon Barthels reported that we had a good start on getting the bands for this year. Two have been booked. Should be finalized by April 1<sup>st</sup>. Sponsorships were discussed. Sponsors that have come on board are Gonzales Cannon, KCTI, and Thunder Radio. Egon spoke of the July 4<sup>th</sup> activities and suggested that maybe we have an Independence Day Parade. Would like to turn the stage around to make it 20x24; the modifications to do this would cost about \$200.00. Mr. B Fireworks has presented three proposals for the fireworks display costing \$14,000.00, \$12,500.00 or \$10,000.00.

Following discussion, Connie Dolezal moved to approve spending \$12,500.00 for the fireworks display. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**2. Organization Committee.**

**1. Discussion and any action for Organization Committee.**

None

**b. Design Committee.**

**1. Discussion and any action for Design Committee.**

Melissa Taylor discussed creating a marketing plan along with the promotion committee for poster and rack card design as well as design and updates to the website. Aiming for poster and rack card design to be done by early March and printed by the beginning of April. If for some reason, bands are not set, then print a teaser flyer advertising the Main Street Concert Series until the main poster is done.

**c. Economic Restructuring Committee.**

**1. Discussion and any action for Economic Restructuring Committee.**

None

**11. Board Orientation**

Barbara Friedrich requested that this be tabled until the next meeting. Connie Dolezal moved to table item #11 to the next meeting. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**12. Election of Officers**

**a. Chairman**

Connie Dolezal moved to appoint Del De Los Santos as Chairman of the Advisory Board. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**b. Vice Chairman**

Debbie Toliver moved to appoint Egon Barthels as Vice-Chairman to the Advisory Board. Kacey Lindemann Butler seconded the motion. The motion prevailed by unanimous vote.

**c. Secretary**

Kacey Lindemann Butler moved to appoint Melissa Taylor as Secretary to the Advisory Board. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**d. Treasurer**

Kacey Lindemann Butler moved to appoint Connie Dolezal as Treasurer to the Advisory Board. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**13. Manager's Report.**

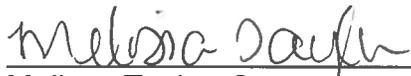
Written report was submitted.

**14. Next meeting will be February 25, 2014 at 5:15 p.m.**

**15. No further matters were discussed. Meeting was adjourned by motion by Connie Dolezal and seconded by Sherri Schellenberg.**

Barbara Friedrich, Recording Secretary

  
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Del De Los Santos, Chairman

  
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Melissa Taylor, Secretary