



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, April 26, 2016– 5:30 p.m.

AGENDA

CALL TO ORDER AND CERTIFICATION OF QUORUM

PROCLAMATION DECLARING 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

APPROVAL OF MINUTES

1. Approval of March 22, 2016 Minutes

ITEMS TO BE CONSIDERED

2. Board Orientation
3. Discuss and Consider revision to National Preservation Month
4. Discuss and Consider report from Debra Drescher and revision to Main Street Vision and Mission Statement
5. Discuss and Consider having carrousel rides during Winterfest
6. Discuss and Consider any action regarding Promotion Committee
 - a. Concert Series and Star Spangled Spectacular
 - b. Winterfest
7. Discuss and Consider any action regarding Christmas Decorations
8. Discuss and Consider any action regarding Organization Committee
9. Discuss and Consider any action regarding Design Committee
10. Discuss and Consider any action regarding Economic Vitality Committee

STAFF/COMMITTEE REPORTS

11. Manager's Report
12. Financial Report
13. Next regular meeting will be May 24, 2016 at 5:30 p.m.

AJOURN

I certify that a copy of the April 26, 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 22nd day of April 2016 at 4:10 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 _____, 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, 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, March 22, 2016– 5:30 p.m.**

MINUTES

The Gonzales Main Street Advisory Board convened their regular meeting at 5:30 p.m., March 22, 2016 in the Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

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: Lisa Kay Brown, Del De Los Santos, Connie Dolezal, Diane McCaskill, John Pirkle, Egon Barthels, Sherri Schellenberg and Debbie Toliver. Members absent: John Boothe and Carlos Camarillo. Others present were Barbara Friedrich, and Tom Fish.

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 February 16 and 23, 2016 Minutes

Following discussion, Connie Dolezal moved to approve the minutes of February 16 and 23, 2016. Lisa Brown seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider National Preservation Month.

Discussion was made as to how to celebrate National Preservation Month. Following discussion, Connie Dolezal moved to have the Mayor sign a proclamation declaring May as National Preservation Month, contest partnering with Gonzales Inquirer to place pictures of architectural designs of buildings in the paper and award a prize for the first one to reply, and to clean up the hedges on Confederate Square.

3. Discuss and Review IRS form 990

The IRS form 990 was reviewed by the board.

4. Discuss and Consider having a raffle during Concert Series and Star Spangled Spectacular

Debbie Toliver presented the idea of having a raffle at the Concert Series. She stated that she and Barbara Friedrich had looked at some coolers at W B Farm and Ranch. The board would purchase the cooler and sell raffle tickets at the concert series and have the drawing on June 24th. Discussion was made to have a 50/50 raffle at the Star Spangled Spectacular.

Sherri Schellenberg moved to approve purchasing a cooler to raffle off at the Concert Series and have a 50/50 raffle at the Star Spangled Spectacular. John Pirkle seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider having carousel rides during Winterfest

Lisa Brown reported that she had contacted Pride of Texas Carnival Rides about having a carousel at Winterfest on Friday and Saturday. The cost would be \$3,500.00 and we would have to provide two motel rooms. She spoke with Connie Kacair about funding ideas. Connie had a lot of great ideas and would present to the board.

Following discussion, Lisa Brown moved to table the agenda item until the May meeting. Egon Barthels 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 the band line-up for the event would be The Hot Attacks, Two Tons of Steel, Blue Finger Disco and Jay Perez. Debbie Toliver reported on the sponsorships.

b. Winterfest

Connie Dolezal reported that she would like to have a scavenger hunt during Winterfest. Lisa Brown reported that she had tried to contact the person about having live reindeer, but has learned that he passed away.

7. Discuss and Consider any action regarding Christmas Decorations

The Christmas Decoration Committee met on February 29th. They discussed having more spot lights on the Santa Sleigh and Reindeer, changing lights on the tree, adding additional decorations to the Santa's House and they will meet with Roy Staton on March 25th about availability of electricity on the squares.

8. Discuss and Consider any action regarding Organization Committee

Lisa talked with Connie Kacair about grants that we can apply for.

9. Discuss and Consider any action regarding Design Committee

No Report

10. Discuss and Consider any action regarding Economic Vitality Committee

No Report

STAFF/COMMITTEE REPORTS

11. Manager's Report

Barbara Friedrich reported:

The Wall that Heals will be in Gonzales on March 23rd through 26th. On Wednesday, March 23rd there will be a community pray service at the Gonzales Memorial Museum Amphitheater starting at 6:30 p.m. and on Friday, March 25th there will be a service featuring the Army Band

Texas Independence Relay will be held on April 2, 2016.

Master Gardeners Spring Plan Sale will be April 2nd on Texas Heroes Square

Bing Bags & Badges will be held April 9th at Victoria College

Relay for Life will be April 15th.

Norma's House 5K Run/Walk April 16th

Jim Price Clean Up April 23rd.

Boards and Comissions Appreciation dinner April 8th at The Expo Center at J B Wells Park

She attended the grand opening for Storey's Jewelers and Gonzales Bank

The lights are up on the square.

12. Financial Report

Financial Report was reviewed.

13. **Next regular meeting will be April 26, 2016 at 5:30 p.m.**

AJOURN

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

Barbara Friedrich, Recording Secretary

Del De Los Santos, Chairman

John Prikle, Secretary

Preservation Month 2016

May is Preservation Month, and this year we're celebrating with three words that say it all: This. Place. Matters.

Everyone has places that are important to them. Places they care about. Places that matter. *This Place Matters* is national campaign that encourages people to celebrate the places that are meaningful to them and to their communities.

This campaign isn't just about photography. It's about telling the stories of the places we can't live without. Through *This Place Matters*, we hope to encourage and inspire an ongoing dialogue about the importance of place and preservation in all of our lives.

At the National Trust, we believe that Preservation Month is an excellent opportunity to shine a spotlight on all the special places that are important to you. To help you celebrate, we're sharing some exciting new tips and tricks so you can take your *This Place Matters* campaign to the next level this May. Follow the steps below to get started!

What places matter to you?

Tell us which places matter most to you, and we'll help to tell the world!

[Link: <https://savingplaces.org/tpm-instructions>]

1. Download your *This Place Matters* [Link: [/thisplacematterstoolkit](#)][materials](#) [Link: [/thisplacematterstoolkit](#)] including signs, social media shareables, and a campaign toolkit.
2. Take photos at the places that matter most to you.
3. Share your photos online with the hashtag #ThisPlaceMatters.
4. Stay tuned to @SavingPlaces on [Instagram](#) [Link: <https://instagram.com/savingplaces/>] and [Twitter](#) [Link: <https://twitter.com/savingplaces>] as we spotlight our favorites.



Toolkit & Signage [Link:

http://my.preservationnation.org/site/survey?myw.cafepress.com/thisplaceACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=21320

Want to create a campaign for a place you love? We have the tips and tools to get you started!

DOWNLOAD [LINK:

[HTTP://MY.PRESERVATIONNATION.ORG/SITE/SURVEY?](http://my.preservationnation.org/site/survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=21320)

[ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=21320](http://my.preservationnation.org/site/survey?ACTION_REQUIRED=URI_ACTION_USER_REQUESTS&SURVEY_ID=21320)

Merchandise [Link:

Signs aren't the only way to show some love! We have lots of cool This Place Matters merchandise available for purchase!

BUY [LINK: [HTTP://WWW.CAFEPRESS.COM/THISPLACEMATTERS](http://www.cafepress.com/thisplacematters)]

#thisplacematters



(<https://www.instagram.com/p/BELiWpCS4Kw/>)

A #tbt of the construction of the pyramidal roof of Beth Shalom which sits atop the building's poured-in-place, concrete base. Frank Lloyd Wright, 1954 Image

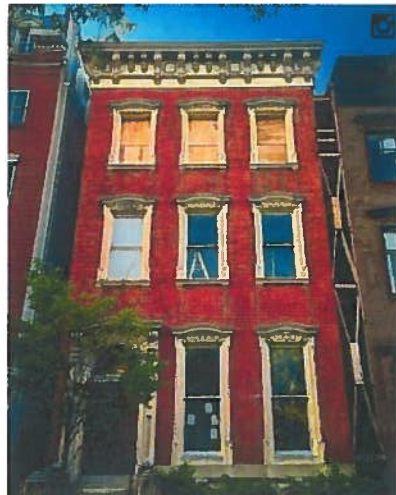
22 minutes ago

(<https://www.instagram.com/p/BELiWpCS4Kw/>)



(<https://www.instagram.com/p/BEKc0VbjliJ/>)

Ah, spring @colonialwmsburg!
Some of my favorite buildings in



(https://www.instagram.com/p/BELg4MRt_GS/)

Preservation in progress on the North side of the East Mount Vernon Place Park in #Baltimore, #Maryland. #ThisIsBaltimore #thebmorecreatives #Baltigram

35 minutes ago

(https://www.instagram.com/p/BELg4MRt_GS/)



(<https://www.instagram.com/p/BEKY2qGTJaK/>)

(<https://www.twitter.com>)



(<https://twitter.com/x/status/720579634807640064>)

Celebrate Preservation Month by showing some love for your favorite places!

(<https://twitter.com/x/status/720579634807640064>)

#ThisPlaceMatters

(<https://twitter.com/hashtag/ThisPlaceMatters>)

(<https://www.twitter.com>)



(<https://twitter.com/x/status/720447558737387520>)

SCA wrote a letter in support of the #thisplacematters campaign. (<https://www.twitter.com/x/status/720579634807640064>)

#thisplacematters
(<https://twitter.com/hashtag/thisplacematters>)



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Barbara Friedrich

From: Debra Drescher <debra.drescher@thc.state.tx.us>
Sent: Monday, March 21, 2016 9:46 AM
To: Barbara Friedrich
Subject: RE: Vision Mission statement

Did you get the report I sent you on the topic a few weeks ago? The vision looks great. So does the mission; however GMS is not a non profit organization – if you have the 501c3 , that is a non profit side, but the program is of the city as well, so that part might just need to be reworded.

Did you find that at least going through the exercise helped empower your volunteer leaders a bit and help them see the program in a more focused way? Hope so --

Debra Drescher
State Coordinator
Texas Main Street Program
Texas Historical Commission
P.O. Box 12276
Austin, Texas 78711-2276
Office: (512) 463-5758
Cell: (512) 348-1331
www.thc.state.tx.us



From: Barbara Friedrich [<mailto:bfriedrich@cityofgonzales.org>]
Sent: Wednesday, March 16, 2016 11:12 AM
To: Debra Drescher
Subject: Vision Mission statement

Debra,

The main Street Board approved the following Vision/Mission Statement. What do you think?

Gonzales Main Street
Vision Statement

The Gonzales Main Street program aims to create and an experience rich in 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 is volunteer driven, nonprofit organization. Our mission is to preserve and enhance our downtown, while promoting, encouraging local spending, tourism, inspire lifelong preservation and revitalization of our charming historic community, which will improve our local economy.

Thanks...

Barbara Friedrich

Main Street Administrator
City of Gonzales
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

TEXAS HISTORICAL COMMISSION



VISION DEVELOPMENT MEETING-STATEMENTS OF PURPOSE

To: Barbara Friedrich, Gonzales Main Street Program

From: Debra Drescher, State Coordinator, Texas Main Street Program (TMSP), Texas Historical Commission

RE: Feb. 16, 2016 meeting

The meeting was requested by Ms. Friedrich as a follow-up to comments made in the review of the annual 10 Criteria assessment done by the state office of its local programs. The actual comments on the score sheet are attached at the end of this document for reference. Many local programs in Texas received similar comments pertaining to their Statements of Purpose -- a segment of each program's guiding documents. This are two primary reasons for this:

1. Many Texas Main Street programs define themselves so similarly that they don't really provide a way to differentiate one program or one Main Street community from one another. While it is to be expected that each local program will define themselves similarly in broad terms because all are carrying out a similar plan of work under the Main Street model, they still should each be different by referencing their downtown's unique qualities that come from the broader base of the community's unique nature and history.
2. All across the country, as a follow up to a 2-year process of reviewing the national Main Street Four Point Approach, a four-point Refresh is being introduced. This Refreshed Main Street model, which is described below, is intended to help local Main Street programs better and more uniquely identify and define themselves and carry out their Main Street work in a more targeted and focused manner. At the local level, this Refresh has to start with a more descriptive and focused set of purpose statements.

The Gonzales meeting was not a full-fledged organizational planning meeting or a program retreat. It was intended only to address the Statements of Purpose. However, once the board reviews, refines and adopts a new set of statements it should follow that up with a review of its Plan of Work to ensure that program activities are helping to achieve the targets laid out in the Vision, Mission and Core Values statements.

This report is divided into four sections:

- A review of the Refresh
- An introduction to Statements of Purpose
- Ideas from the Feb. 16 meeting and some suggested revisions to the current statements
- Reference: Comments made in the annual 10 Criteria assessment

The Main Street goal-based 'Refresh' process and the refined and evolved Four Point Approach™

In 2016, the Texas Main Street Program celebrates its 35th anniversary as one of the first six states to create a statewide Main Street coordinating program in affiliation with the National Main Street Center. Over the past few years, the national center has undergone several significant organizational changes which led to a 'new' Main Street Four Point Approach™ and a revised way of looking at the model that has, all across the country, dramatically increased the quality of life in local communities and which has resulted in both downtowns and historic preservation becoming viewed as strong, viable economic engines.

Having been first tested and rolled out in the late 1970s and early 1980s, the Main Street Four Point Approach™ was due for revision. Across the country thousands of communities have used the model in their revitalization efforts. As the years went on, participating programs matured, their efforts became more distinct and they provided data which showed preservation-based economic development was transformative. The data showed this to be the typical progression:

First five years. Catalyst: Creation of the revitalization program. Organization builds collaborative partnerships; develops basic revitalization skills; establishes credible presence in the community.

Post-five to 12 years. Growth: Most of the major reinvestment needed in the historic commercial district takes place during this period.

Management phase. Most major reinvestment has occurred. Marketplace is monitored and adjustments are made to ensure vitality and measurable economic outcomes.

There was a traditional Four-Point committee-based model to carry out work. This included Statements of Purpose (Vision, Mission) to guide work and an annual Plan of Work or Action Plan to identify specific steps that would be taken to drive toward the Vision. But as programs matured, the work that needed to be done to achieve the objectives didn't always fit neatly into the committee structure. This was compounded by the changing nature of volunteerism over the years with the desire of volunteers for flexibility and the difficulty many programs had in attracting volunteers to commit to the full program instead of just a part of it, such as a particular project or event in which they might be interested. Not everyone wants to necessarily be involved in every aspect of the full program. At the same time, it is still important that everyone involved in Main Street -- whether staff or volunteers, merchants or property owners -- generally understands the big picture:

- Main Street is not just an isolated localized program; nor is it just a statewide program. Main Street is an operational model that has been used by thousands of communities across the country, and it has proven to provide community-wide economic benefit.
- Main Street is a preservation-based downtown revitalization program that requires the engagement of many stakeholders and partners to be effective.
- While every community will use it somewhat differently, the Four Point Approach™ is the organizational framework that Main Street communities will use to structure and carry out their work.
- The Approach is grounded in volunteerism. While staff is employed to manage the downtown effort, success cannot be achieved unless volunteers and other partners take on leadership roles.
- There has to be a belief that historic preservation and the historic downtown have economic value.

Over the past 18 months, the national Main Street Center conducted nationwide surveys of programs and community participants. This led to an understanding of the value of the framework and that it needed a 'refresh' not an overhaul. The results was the current roll out of the refreshed methodology. What follows are several slides from a presentation by the National Main Street Center outlining the Refresh. Additional information is here:

<http://www.preservationnation.org/main-street/about-main-street/main-street-america/the-main-street-approach.html#.VsJGDflrLIU>

Why a Refreshed Approach?



- Main Street has been a successful model for commercial district revitalization for 35 years, but the community development field has changed dramatically.
- Purpose of Refresh is to obtain clear picture of what the most common challenges are, how different audiences use and perceive the Main Street Approach, and make the Approach more **user-friendly, strategic, flexible, and outcome-driven**.
- Research shows:
 - The Four Point Approach encourages users to be overly focused on process, sometimes at the expense of a clear sense of outcomes or impact.
 - Main Street programs tend to focus too much time and effort on the components of the Approach where they feel most comfortable – most often Design and Promotion

What we heard:



- Main Street Approach works best when it's seen as a framework guiding revitalization work – not a prescriptive structure.
- Some outside the Main Street network perceive it as a **tactic** – one that over-emphasizes process.
- Organizational rigidity limits ability of Main Street to reach new audiences, remain flexible to new partnership opportunities, and address larger development-related policy issues confronting downtowns today.
- Main Street directors are – overall – most skilled/comfortable in promotions and design, and feel they have most opportunity to grow skills relating to economic development.
- Main Street programs struggle to be recognized as players in the economic development field.


What we learned:



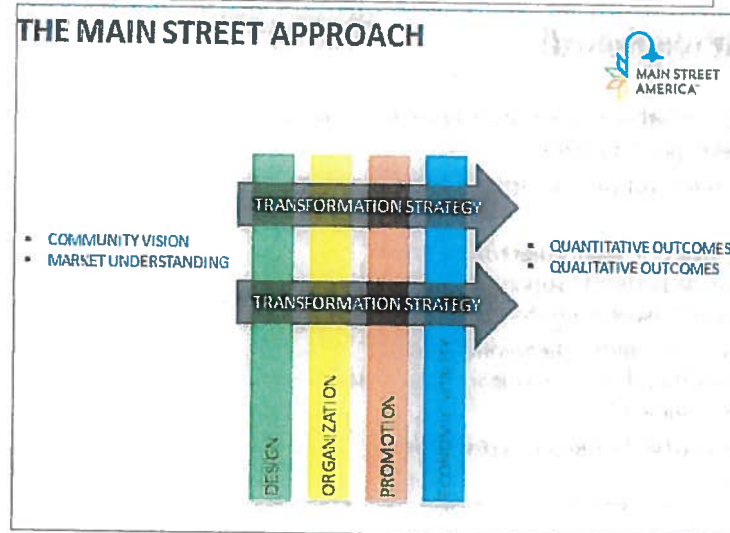
- Four Points are – and should be going forward - an essential element of a Main Street's work.
- The Approach should allow for more organizational flexibility. Some programs feel restrained by the Four Committee structure, others thrive using it – the new Approach allows for both.
- Main Streets need more well-defined, market-driven strategy to guide work.
- Community engagement, inclusive participation are key.

In the refreshed model, the focus shifts from emphasis on process to strategy and outcomes.

What the Refresh is NOT:



- It is not a prescription: The emphasis on a few key strategies does not require you to give up all unrelated activities (ie – the holiday parade), or only support new businesses that align perfectly with the strategy. Instead, it encourages users to think about where to **prioritize time, energy, and resources for the greatest ROI.**
- It does not require an entirely new organizational model: If your Main Street does well with the four committee structure, keep using it! The new approach fits with many different organizational models. Many Main Streets struggle to keep the four committees engaged and working across silos. For them, a more flexible leadership structure (ad hoc working groups, public-private partnerships, etc) may be a better fit.



The intent of the national 'refresh' process is to help all programs, but especially mature ones like Gonzales, be even more successful with a 'refreshed' Main Street model that acknowledges the value of the traditional approach and also helps local programs identify and carry out specified Goals and Strategies that build upon already-known market data and community characteristics.

Statements of Purpose

An organization cannot be successful if it has not clearly defined what it is trying to do. In Main Street in Texas, through the annual 10 Criteria reporting process, we require that each program has Vision and Mission statements. We have also started asking programs to develop Core Values statements. With all three of these in place, a program will be able to develop and carry out a more effective and focused Plan of Work. Just as importantly, with the Refresh process being rolled out, it's a good time to do this kind of review. These defining

statements should also be in line with your community's overall vision or goals, if those have been defined through a community-wide public process. As we discussed at the meeting, Gonzales' has great pride (as it should) in its important place in the history of Texas and that appreciation and respect for historic preservation has always been a part of Gonzales Main Street's downtown revitalization efforts. You'll notice that I recommend being stronger with that in my suggested statements in this section because your place in Texas history makes you more unique than many other cities in Texas. Even the development and layout of your historic downtown reflects this heritage. Your brainstorming ideas clearly show this as well. They are shown in the Brainstorming section that follows.

The 10 Criteria instructions noted the following:

Statements of Purpose -- Vision, Mission and Core Values -- should be relevant to community conditions and to the local Main Street program's organizational stage. *These statements guide your work as they lead everyone together toward agreed upon goals. Every effective organization articulates its purpose. Your Statements of Purpose should be unique in that they describe how your downtown is unique unlike any other, your legacy, your heritage, your attributes, your progress etc. (let's get rid of downtown being 'a great place to live, work and play'...!) When reviewing your statements think about how they drive your work; and how they describe your downtown and your program. Can they describe only your downtown and not the one down the road?*

A **Vision** statement communicates the organization's long-term hopes and intentions for the commercial district (WHAT IS YOUR GRAND GOAL?).

A **Mission** statement describes the program's sense of purpose and overall direction (WHAT IS THE ORGANIZATION'S REASON FOR BEING? WHAT TOOLS WILL YOU USE TO HELP REALIZE THE MISSION? HOW ARE YOU GOING TO GET THERE?). Your mission statement should specifically mention the National Main Street Center's Four Points™ of Main Street as tools, even if your program does not use the traditional committee structure.

Core Values describe the ethic of your organization and serves as an indicator that the people in your program are deeply driven and brought together by a common purpose.

For further reference, below is a good description of Core Values from the National Park Service:

<http://www.nps.gov/training/uc/whcv.htm>

What are Core Values?

The core values of an organization are those values we hold which form the foundation on which we perform work and conduct ourselves. We have an entire universe of values, but some of them are so primary, so important to us that through out the changes in society, government, politics, and technology they are STILL the core values we will abide by. In an ever-changing world, core values are constant. Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, how interact with each other, and which strategies we employ to fulfill our mission. The core values are the basic elements of how we go about our work. They are the practices we use (or should be using) every day in everything we do.

CORE VALUES:

- Govern personal relationships
- Guide business processes
- Clarify who we are
- Articulate what we stand for
- Help explain why we do business the way we do
- Guide us on how to teach
- Inform us on how to reward
- Guide us in making decisions
- Underpin the whole organization
- Require no external justification
- Essential tenets

CORE VALUES ARE NOT:

- Operating practices
- Business strategies
- Cultural norms
- Competencies
- Changed in response to market/ administration changes
- Used individually

Below are the **Texas Main Street Program's** Statements that guide our work:

<http://www.thc.state.tx.us/preserve/projects-and-programs/texas-main-street/about-texas-main-street-program>

Vision

The Texas Main Street Program (TMSP) will positively influence and impact the economic health and the preservation of important historic resources in Texas and our work with local communities throughout the state will help achieve the goals of the Texas Historical Commission. Through guidance from the TMSP, designated local Main Street programs will be organizationally sound and their historic town centers will be visually improved and economically viable.

Mission

The mission of the TMSP is to provide technical expertise, education, resources and support to designated Main Street communities. Utilizing our individual and collective skills, we shall guide our designated programs in effectively preserving and revitalizing their historic downtowns and commercial neighborhood districts in accord with the National Main Street Four Point Approach™ of organization, design, economic restructuring and promotion.

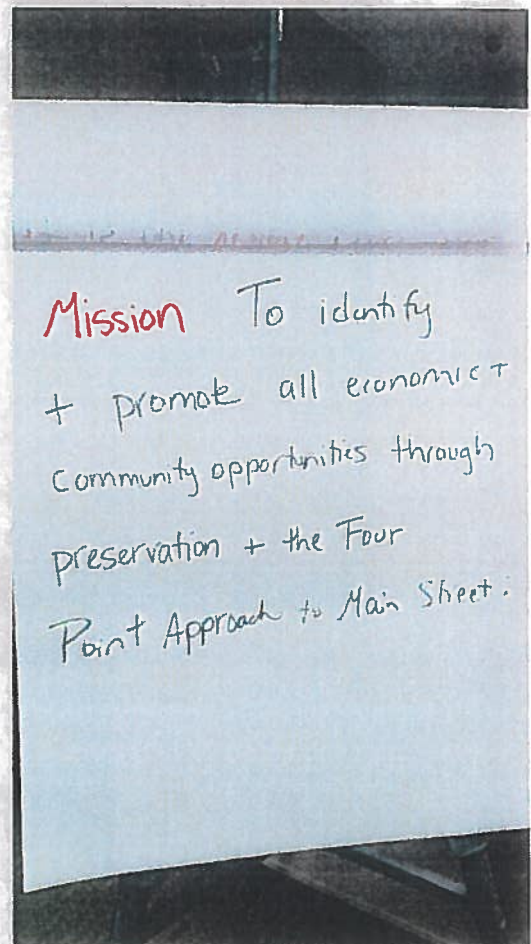
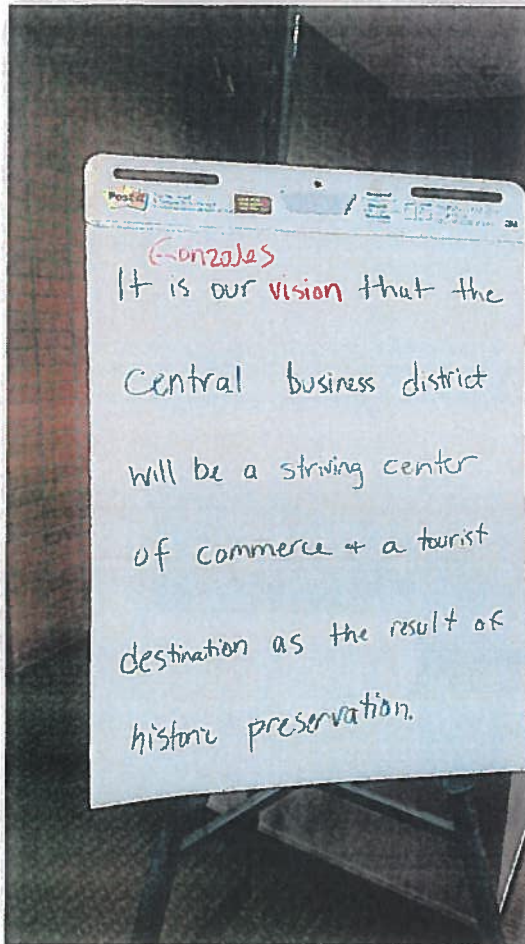
Core Values

Through strong belief that historic commercial resources and their appropriate preservation is a major contributor to the overall economic, social and cultural vitality of a community, the staff of the Texas Main Street Program shall exhibit great passion, interest and enthusiasm for assisting local stakeholders as they revitalize their historic town centers. To that end, we view ourselves as public servants working in harmony to help local communities meet their objectives. We will strive to provide highly effective individualized services to our designated programs in a team-centered approach.

Gonzales Main Street Statement of Purpose and Brainstorming

The previously determined purpose of the meeting was to start on the process of better defining your program, not to complete and adopt new statements, as there was not enough time for this. Working through to the adoption of revised statements should be something that the board moves forward on during board meetings over the next few months.

The existing statements are:



Shown below are some of the comments that were made when the board was asked to provide 'active words' pertaining to both the community and specifically to downtown:

What are you proudest of?

What do you love most?

What is your favorite thing(s)?

Protest / Love most

parade + concert
grant
volunteers
passionate
working together
love your town

the

brand

Dilworth
Bldg.

magician
beginning

Runaway
Scapes
1st show

Community

history
friendly
homes
small
rivers
progressive

transforming
pretty
promise

To + from + landscape
Downtown
social gathering
Spanish cross
historic bldgs
contemporary
architecture

creative re-use
advertisements + results
our legacy but also
stories for future
for contemporary sm.
businesses

charm
growing we achieve
it gains as the space
connectivity

Favorite thing

old jail

— Court Theater — iconic
courthouse

— concerts — event, activity
+ gathering

— art galleries
business — creates creative commerce
thriving
longevity
long-standing bus

Some things to think about:

EXISTING VISION

It is our vision that the Central Business District will be a striving center of commerce and a tourist destination as the result of historic preservation.

A vision statement is supposed to describe the whole-community Grand Goal for the downtown, regardless of whether or not there is a Main Street program. It is what everyone wants. While this is a pretty succinct statement that does a pretty good job of getting to the point there are some things to point out:

- *Central Business District* is a planning term that merely describes land use for a part of town. Using it in your Vision does not help convey the special nature of your historic downtown, so this term should be replaced by something else that is more accurately descriptive, even if just the term 'historic downtown'.
- Being a tourist destination is what everyone wants but Gonzales REALLY has something to draw tourists that is featured on your tourgonzales.com website:

Gonzales holds a unique place in Texas history as the site of the firing of the first shot for Texas independence. October 2, 1835 eighteen townsmen stood on the bank of the Guadalupe River and refused to give up their small cannon to the Mexican Army. A flag was fashioned showing a black replica of the cannon on a white background with words that would echo through the years, "Come and Take it."

Gonzales further carved out its niche in history when 32 men answered the call for help from the Alamo. The immortal 32 were the only reinforcements who made it to the Alamo in time to fight and die along side many other heroes. After the fall of the Alamo, during the Runaway Scrape, General Sam Houston ordered the town of Gonzales burned. Later soldiers and townspeople returned to Gonzales to rebuild their town.

The 49 original blocks and seven public squares laid out in the shape of a Greek cross withstood the test of time and form the first Texas History Museum District.

Without making the Vision Statement too long by including everything, you should at least summarize this relevant tourist information.

- At the same time, your Vision does not mention that you also want to serve local residents. Only tourists are included.
- 'Striving center of commerce' is descriptive and does make the point but your downtown is so much more than that; you are an economic engine/driver for the whole community, making it a better place by the fact that you have a creative, independent business community in downtown.

Maybe something like this? (But only look at this as a suggestion; you know your community better than any outsider does, so your defining statements should come from you)

Gonzales' noteworthy place in the story of Texas independence is reflected in our charming historic downtown. Our vision is to honor that legacy through historic preservation, so that downtown Gonzales will be a striving center of commerce, a place of activity/for gathering, and a destination serving our community and those who visit it.

Note: 'place of activity' is added because during our brainstorming it became clear that you are very proud of the events that go on downtown. And 'charming' was a word that resonated with the group.

EXISTING MISSION

(Remember, a Mission is your reason for being. Why does Gonzales Main Street exist and what does it do?)

To identify and promote all economic and community opportunities through preservation and the Four Point Approach to Main Street: Organization, Design, Economic Restructuring and Promotions in order to provide a more desirable and profitable Central Business District.

- The Refresh model has reworked the ways the four points are described: (sustainable) Organization; (effective) Promotion; Design; and Economic Vitality.

Possible revision/refinement:

Gonzales Main Street will be a driving force in ensuring that our iconic downtown contributes to our community's well-being. Through our leadership and by utilizing the Main Street Four Point Approach of Organization, Economic Vitality, Design and Promotion, Gonzales Main Street will effectively carry out a program that provides economic impact through small business development and property improvements and results in downtown being an active gathering spot for residents and visitors.

CORE VALUES

You used the following active words to define yourselves and your downtown during brainstorming in an exercise designed to help you describe your organization's ethic. Refer to both the Texas Main Street Program's Core Values and the definitions from the National Park Service above to put these few words, add in others and ultimately come up with a statement that describes YOU in this organization. You'll find that this kind of statement helps get others involved to because it helps them see themselves in the group.

Volunteer

Love our town

Passionate

Working together

History

Friendly

Transforming

Pretty

Promise

Refer to these and the others on the brainstorming sheets to help you through this exercise. If you come up with a few phrases that you like, I will help you organize them into your Core Values statement.

The annual 10 Criteria review and assessment from the State Office

2016 TEN CRITERIA ANNUAL REPORT OF PROGRESS

Gonzales Main Street 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.

Financial Statement
March 31, 2016
Gonzales Main Street, Inc.

Date	Num	Description	Category	Amount
Balance as of 02/29/2016				12,660.52
03/16/2016	DEP	Concert Series	Booth Space	170.00
03/16/2016	DEP	Santa's Market	Booth Space	35.00
03/16/2016	Dep	Concert Series	Sponsors	6,000.00

Balance as of 03/31/2016				18,865.52
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Business Improvement Grant
March 31, 2016

Date	Num	Description	Category	Amount
Balance as of 02/29/2016				14,404.60
Balance as of 03/31/2016				14,404.60