



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, August 22, 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

APPROVAL OF MINUTES

1. Approval of July 25, 2017 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider entering the Come and Take It Parade
3. Discuss and Consider Board Training on September 12, 2017
4. Discuss Program of Work for 2018
5. Discuss and Consider any action regarding Promotion Committee
 - a) Winterfest
 1. Winterfest Plan
 2. Vendor Applications
 3. Parade Application
 - b) Concert Series and Star Spangled Spectacular
 1. Sponsorship Packets
6. Discuss and Consider any action regarding Christmas/downtown decorations
 - a. Lighting Plan
 - b. Window Decorating Contest
7. Discuss and Consider any action regarding Organization Committee
 - a. Happy Fall Y'all
8. Discuss and Consider any action regarding Design Committee
9. Discuss and Consider any action regarding Economic Vitality Committee

STAFF/COMMITTEE REPORTS

10. Manager's Report
11. Financial Report
12. Next regular meeting will be _____.

AJOURN

I certify that a copy of the August 22, 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 17th day of August 2017 at _____ 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 _____, 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, July 25, 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, Johnnie Edwards, Lisa Kay Brown, and Sherrie Schellenberg. Members absent: Debbie Toliver, John Pirkle, John Boothe and Angelia Wishert.

Others present were Barbara Friedrich and Genora Young

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 June 27, 2017 Minutes

Following discussion, Egon Barthels moved to approve the minutes of June 27, 2017.
Johnnie Edwards seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider entering the Come and Take It Parade

Following discussion, Connie Dolezal moved to not participate in the Come & Take It Parade. Sherri Schellenberg seconded the motion. Following discussion Connie Dolezal revised her motion to table item #2. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

3. Discuss and Consider Regional Board Training in Elgin, Texas

Barbara Friedrich reported that Elgin Main Street would be hosting Board Training for any board members that would like to attend. She asked board members to contact her by July 27th if they would like to attend.

4. Discuss appointment/reappointment of Board Members

Barbara Friedrich reported that City Council would be appointing/reappointing members to the boards at the September 2017 City Council meeting. Members whose terms will be up for reappointment are: Del De Los Santos, Carlos A. Camarillo, Angela Wishtert, Sherri Schellenberg, Debbie Toliver and Shelli Shelton Van Kirk. All members need to respond if they would like to be reappointed or if they would like to decline.

5. Discuss Program of Work for FYE 2018

Barbara Friedrich reported that the board needed to update the program of work for 2018. She suggested adding the City Wide Garage Sale and a celebration recognizing Main Street as being a 30 year city. Barbara suggested that the board review the plan and come back with what they would like to see on the program of work. This will be discussed at the next board meeting.

6. Discuss and Consider any action regarding Promotion Committee

a) Concert Series and Star Spangled Spectacular

Egon Barthels reported that the Concert Series was a huge success and there were people everywhere for the Star Spangled Spectacular. Comments on face book showed that everyone liked the fireworks and concerts. Next year it will be the 10th year for the Concert Series and Star Spangled Spectacular. We have a proposed budget for next year that would provide outstanding entertainment. The plan is to start asking for sponsorships early and then determine the amount that can be spent on entertainment.

b) Winterfest

Committee will be getting a plan together.

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

Connie Dolezal reported that the committee met and decided to replace the star on the Christmas Tree; add twinkle lights to the Christmas Tree; need to order garland for the sleigh and would like to wrap lamp poles with garland.

8. Discuss and Consider any action regarding Organization Committee

None

9. Discuss and Consider any action regarding Design Committee

Egon Barthels reported that he is working on the Web Site and Social Media and Barbara Friedrich reported that Carlos Camarillo and Del De Los Santos met to approve releasing funds for the Business Development Grant to Janna Christian.

10. Discuss and Consider any action regarding Economic Vitality Committee

None

STAFF/COMMITTEE REPORTS

11. Manager's Report

Barbara Friedrich reported that Robert Lee Brothers Jr. Library would have an open house on July 26, 2017 at 10:30 am, Rejuvenate at Storey Jewelers will be held July 27, 2017 from 10:00 am to 5:00 pm; Working with Christie Fullilove on the façade of the Burchard Building; and working finalizing the concert series.

12. Financial Report

Was reviewed

13. Next regular meeting will be August 22, 2017.

AJOURN

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

Barbara Friedrich, Recording Secretary

Del De Los Santos, Chairman

Lisa Kay Brown, Secretary

Gonzales Come and Take It Celebration Parade Entry Packet

Dear Parade Participants:

Gonzales, the "Cradle of Texas Independence", will celebrate the firing of the first shot for Texas Independence this year on October 6-8, 2017. "Come and Take It" was the battle cry of the colonists when the Mexican military demanded the return of the cannon previously given to them for their protection from the Indians. October 2, 1835 is designated as a Texas Heritage Day. We cordially invite you to be a part of this year's celebration and visit the site where Texas Independence began.

This year's "Come & Take It Parade" will be held Saturday, October 7, 2017 at 10:30 a.m. with judging to begin promptly at 9:00 a.m. Please be in place as early as possible. Awards will be presented to the winners as they pass the START point of the parade.

The parade rules are enclosed with this letter. Please read them carefully and then indicate your participation by returning the enclosed registration form with all the requested information to the Gonzales Chamber of Commerce & Agriculture at the below listed address.

DEADLINE FOR ENTRIES:

Entries are **FREE** until August 31, 2017

Entries between September 1-15, 2017 are **\$10.00**

Entries between September 16-26, 2017 are **\$50.00**

No entries will be accepted after September 26, 2017. No exceptions!

Please note that there is a limit on parade entries.

Initial here

To those accepting this invitation, parade numbers, a map of the parade route and any other pertinent information will be mailed by September 26, 2017. Please keep this letter and address any questions you may have to:

Gonzales Chamber of Commerce & Agriculture

Attn: Parade Committee

414 Saint Lawrence St.

Gonzales, Texas 78629

Phone: (830) 672-6532 FAX: (830) 672-6533

Email: admin@gonzalestexas.com

Statement On Gun Exhibition

The Come and Take It Committee (Committee) would like to express our thanks for being a participant in this year's parade. It is through the hard work and dedication of organizations and individuals that make the Come and Take It Parade such a sight to behold. In order to make sure that the Come and Take It Parade is as safe as possible; the Committee has implemented this firearm rule for the protection of the participants, spectators, and staff.

Enclosed you will find with this letter an Assumption and Release of Liability for Firearms (Form). This Form must be filled out by each organization or individual that has a parade entry and signed by all participants who will be exhibiting firearms in the parade.

The Committee is proud of Gonzales' heritage when it comes to firearms and protecting people's rights to possess those firearms, so it felt best not to eliminate the exhibition of firearms in the parade, but only to regulate them so as to provide a safe environment for all. This rule comes as a response to the extremely tragic and unwarranted events involving firearms around our nation and to strive for a better understanding of firearm safety.

The Committee is asking all parade entrants that will be exhibiting functional firearms in the parade to help promote that gun safety. To do so, the Committee asks that all firearms be unloaded and that each participant sign the Form. A member of the Committee will check each parade entry for the display of firearms. For those entries that are exhibiting firearms, a member of the Come and Take It Committee will ensure that each participant has signed the provided form and that each firearm is unloaded. The Committee does not foresee any issues with this rule as it is for safety reasons, but in the event any individual, organization and/or member of an organization that refuses to sign the Form will force the Committee to deny that individual or organization entry into the parade.

Once again the Committee is looking forward to a wonderful parade and thanks you once again for your participation and cooperation.

Sincerely,

Gonzales Come & Take It Parade
Committee

Gonzales Come and Take It Parade Rules

1. Parade begins PROMPTLY at 10:30 a.m., RAIN OR SHINE (bring rain gear or plastic covering if needed). Judging will begin at 9:00 a.m. All entrants to be judged should be in place and set up by this time, and must remain until judging is completed.
2. No undecorated private or commercial large trucks, tractors etc. will be included in the parade. (Ex. beer trucks, grocery trucks, heavy farm equipment) Does not apply to antique-type vehicles. Car & truck clubs, antique and others, limited to 8 entries per club.
3. Autos and large vehicles must be driven by a licensed driver. Small vehicles (mini-bikes, go-carts, etc.) Must be operated by a person 12 years or older and parents are responsible for their conduct.
4. **ALCOHOLIC BEVERAGE CONSUMPTION BY DRIVERS OR ANY PARTICIPANTS BEFORE OR DURING THE PARADE IS EXPRESSLY FORBIDDEN. IF A PARTICIPANT IS SEEN CONSUMING ALCOHOL PRIOR TO OR DURING THE PARADE, IT WILL RESULT IN THEIR IMMEDIATE REMOVAL FROM THE PARADE FORMATION AND WILL AFFECT FUTURE INVITATIONS.**
5. **No items such as candy, gum, koozies, water bottles or pencils, etc. will be allowed to be thrown from parade entries. Your organization may have someone walking beside your entry handing out these items. If you are handing out items, please do not stall the parade. No children under 12 years or younger may walk the parade route. No Silly String or comparable material is to be used to spray other entrants, pedestrians, vehicles etc.** Initial here
6. Marching drill teams will be limited to official school groups, ROTC units and Military or veterans organizations. All school bands and youth groups are to be accompanied by an adult leader. High School bands that participate are encouraged to bring their Junior High bands either to march with them or as a separate unit. Please complete a separate registration form for each. Leader's name and a phone number must be submitted with registration. **NOTE – All marching groups are to report to the starting point at Saint Louis & College Street prior to the parade rather than to their numbered space along the lineup route.**
7. When disbanding, please don't block flow of traffic for the entries behind you.
8. **Due to the length of the parade, it is very important that it keep moving!** There should be no more than 1-2 car spaces between each entry. Please don't intentionally stop or slow the movement of the parade for any demonstration etc., maintain the set spacing. If your entry has mechanical or other problems, pull off to the side and we will try to get you assistance.
9. **No individual horse & riders.** Only members of organized groups that are registered. All entries must have a designated contact person responsible for groups' conduct. There must be an address and current phone number provided. All riders in cavalcade groups (horses, trail riders, etc.) are encouraged to dress in common attire or costume as a group. Example: blue jeans, western shirt, cowboy hat, etc. **It is preferred to have your horses diapered if possible.**
10. "School" entries limited to recognized organizations. (Ex. FFA, FHA, DECA, cheerleaders, student council, class officers and royalty etc.) Entry forms turned in to and approved by school principal. "CLASS" VEHICLES currently enrolled students. Reunion floats are permitted and encouraged.
11. All vehicles participating in the parade must be clean and in safe operating condition. They must also be **OPERATED** in a safe manner not to endanger other participants or spectators.
12. All floats, autos, trucks and 'novelty' entries should display their assigned parade position number in a readable manner on both sides of vehicle for judging purposes. A typed # (8 1/2" x 11") will need to be taped to both sides of the vehicle windshield in the upper corners so they are visible.
13. **The Parade Committee retains the right to refuse entry of any float, unit or individual not conforming to the standards of the Committee. Failure to comply with the parade rules may result in removal from the parade formation and will affect future invitations.**
14. **The Gonzales Come & Take It Committee assumes NO responsibility for accidents or loss of any kind. We will make every effort possible to provide an enjoyable and safe parade for everyone but will need and expect your cooperation in order to achieve this goal.** Initial here

I have read and understand all rules provided by the Come and Take It Parade Committee.

Signature of responsible party: _____

* The rules must be signed and returned for your entry to be accepted. Please keep a copy for your records. *

* Name of Organization or Individual for entry: _____
* Contact Person: _____ Phone _____
* Address: _____
* City, State _____ Zip _____
* Email Address: _____

ENTRY CLASSIFICATIONS (Please check):

- | | |
|---|--|
| <input type="radio"/> Best Local
(Not youth, Business/Commercial, or Chamber Festival) | <input type="radio"/> Youth Organization |
| <input type="radio"/> Best Out-Of-Town
(Not youth, Business/Commercial, or Chamber Festival) | <input type="radio"/> Business/ Commercial |
| | <input type="radio"/> Chamber/ Festivals |

TOTAL LENGTH (IN FEET) OF ENTIRE UNIT: _____

WILL YOUR ENTRY BE JUDGED? YES _____ NO _____

WILL YOUR ENTRY HAVE LIVE MUSIC? YES _____ NO _____

WILL YOUR ENTRY BE DISPLAYING FIREARMS? YES _____ NO _____

ADDITIONAL INFORMATION: Comments for parade announcer including participants, festival dates, special features, etc. Please keep verbiage to 100 words or less and print or type.

Please return the packet to:
Gonzales Chamber of Commerce & Agriculture
Attn: Parade Committee
414 Saint Lawrence St.
Gonzales, Texas 78629
Phone (830) 672-6532 FAX (830) 672-6533
Email: admin@gonzalestexas.com

ASSUMPTION AND RELEASE OF LIABILITY FOR FIREARMS

I, _____, the contact person for the
_____ individual or organization that wishes to have an entry into
the Gonzales Come and Take It Parade state the following:

I am aware of the Gonzales Come and Take It Committee's requirement that all parade entries must indicate if they plan on exhibiting firearms during the Come and Take It Parade. Being the authorized agent to act on behalf of the above named individual or organization, I hereby declare that:

(Initial Beside One)

_____, we will not be displaying a firearm(s) in the Come and Take It Parade.

_____, we will be displaying a firearm(s) in the Come and Take It Parade, and as indicated by the signatures below understand the following:

1. That in order to have a parade entry with the display of a firearm(s), all members of the organization that participate in the parade will need to print and sign their name to this form;
2. That all firearm(s) displays will be done so in a safe and prudent manner including that the firearm(s) will be unloaded while in the staging area of the parade and during the parade route;
3. That a member of the Come and Take It Committee will check the firearm(s) prior to allowing the parade entry to participate in the parade;
4. That failure to abide by these rules will result in the denial of the individual or organization's entry into the parade;
5. That any participant(s) on the float, as evidenced by their signature(s) below, assume any and all liability that may arise from their firearm(s) intentionally or accidentally, whether negligently or not, discharging while participating in the parade. The participant(s) further agrees to INDEMNIFY, SAVE, and HOLD HARMLESS the Gonzales Come and Take It Celebration, the Gonzales Come and Take It Committee, the Gonzales Chamber of Commerce and any other sponsors of the event, other participants, and/or advertisers from any expenses, attorney fees, losses, liability, damages and/or costs which may be incurred a result of a claim or demand arising from the discharge of their firearm(s) during the parade.

AS EVIDENCED BY MY SIGNATURE BELOW, I HAVE READ THE ABOVE ASSUMPTION AND RELEASE OF LIABILITY FOR FIREARMS, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE AM ASSUMING ALL LIABILTY FOR MY FIREARM AND HAVE SIGNED IT FREELY AND WITHOUT INDUCEMENT OR ASSURANCE OF ANY NATURE AND INTEND IT TO BE A COMPLETE AND UNCONDITIONAL ASSUMPTION AND RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT PERMITTED BY LAW.

Participant's Name (Please Print)

Participant's Signature

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 2017		
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 2017		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service	Lisa Kay Brown Organization Committee	\$400.00	August 2017		
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business	Organization/Promotion Committee		November 2017		

	Saturday	-Plan Project -Cost and how money will be raised for project -Who will maintain -Present to City Council for approval					
Landscaping square in downtown							
Main Street 30 th Year Anniversary		Come up with a plan for a great event to celebrate 30 years of Main Street	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 2017		
Small Business Saturday	Check website for ideas and informational material Talk with local businesses Promote shopping Small Business Saturday	Egon Barthels		November 3017		
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 2015	Not Accomplished	
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		

WINTERFEST 2018

DECEMBER 1	DECEMBER 2	December 3	TIME
Jingle Mingle – Music Sales, Drinks, Drawings			5 pm – 7 pm
	Breakfast with Santa –		8:30 am
	Santa's Market – Bounce House, Carriage Rides		10 am
	Chili and Bean Cook Off Start		10 am
	Reading at the Library		10 am
	Historic Home Tours		2 pm – 6 pm
	Mount Pilgrim Baptist Church Choir		4 – 5 pm
	Apache Flames Drill Team		5 pm
	Pioneer Village Stars in the Village		6 pm
	Lighted Christmas Parade		7 pm
	Lighting of Christmas Tree		8 pm
	Santa Claus on Square		8 pm
	Historic Organ at Presbyterian Church		
		Historic Home Tours	2 pm – 6 pm

SANTA'S MARKET
WINTERFEST
DECEMBER 2 & 3, 2015



Time: Saturday – 10 am to 9 pm.

Place: Downtown Gonzales on
Confederate Square

Rules:

1. Fee: \$50.00 per 12x12 spaces (**one tent per space**). Fees Payable to: **Gonzales Main Street**. Deadline is 5:00 p.m. on Wednesday, November 22, 2017. \$55.00 due thereafter and on day of show. **Spaces will be assigned on a first come first serve basis.** There will be no night security. The police will occasionally drive by.
2. **There is no rain date.** Participation is the choice of the vendor. The show will not close.
3. Check in time is 7 am Saturday. Be ready to sell at 10 am on Saturday. **All vendors remain until closing time.**
4. **All amusement rides must provide a certificate of insurance demonstrating compliance with TEX OCC Code (TIC) Ann. §§2151.101(a)(3) and 2151.1011(b), and 28 TEX ADMIN CODE (TAC) §5.9004(b).** The certificate must include a schedule of rides with the names and serial numbers of each ride insured by the policy. An amusement ride compliance sticker must be affixed to a major component of each ride in a location visible to riders.
5. No garage sale items will be allowed and the committee reserves the right to ask any vendor to leave the show or require removal of any items that are not acceptable.
6. Vendors are to furnish their own display installations and all items must be displayed in good taste. There will be no covering provided and vendors will be responsible for their own setup and removal. Vendors must check in at the Main Street Tent.
7. **No food or trash shall be left anywhere on the square.**
8. **Due to sprinkler systems, no one will be allowed to drive stakes into the ground on Confederate Square. (for canopies or displays)**
9. **Vendors will be responsible for collection of sales tax and remittance to proper government authorities.**
10. **No parking is allowed on St. Lawrence Street (the street in front of the fire station). This street must remain clear for safety reasons. You may unload to setup, but must move all vehicles immediately. Also, no parking will be allowed in Confederate Square. This parking should be reserved for the customers.**
11. The Main Street Project will not be held liable for any property damage, personal injury, or loss occurring in connection with the operation of Santa' Market.
12. **There will be a \$35.00 charge for all checks returned for insufficient funds.**
13. **NO REFUND** will be given.

WE AGREE TO ALL THE RULES STATED.

Signature of Vendor _____

Mail to:

Gonzales Main Street, Inc.
P. O. Box 547
Gonzales, Texas 78629
e-mail: mainstreet@cityofgonzales.org

For additional information contact: Barbara Friedrich at (830)672-2815 or fax (830)672-2813

Name: _____

Tax Id# _____ E-Mail _____

Address _____ City _____ State _____ Zip Code _____

Daytime Phone _____ Work Phone _____

Type of Product/Display _____

Will you use a canopy? Yes _____ No _____ Electricity Yes _____ No _____

Please check the day you will be participating: Friday ☐ Saturday ☐ Both ☐

COMMITTEE USE ONLY

Check # _____ Amount \$ _____ Electricity \$ _____ Date Received _____/_____/_____

SANTA'S MARKET
WINTERFEST
Food Vendor Application

December 2, 2017



Time: Saturday – 10:00 a.m. to 9 p.m.

Place: Downtown Gonzales on
Confederate Square

Rules:

1. Fee: \$50.00 per 12x12 spaces (one tent per space). Fees Payable to: **Gonzales Main Street**. Deadline is 5:00 p.m. on Wednesday, November 22, 2017. \$55.00 is due thereafter and on day of show. **Spaces will be assigned on a first come first serve basis.**
2. Electricity will be furnished.
3. **All food vendors are required to obtain a permit from the Texas Department of Health Services. A copy of the permit must be submitted with the application and displayed at the booth space.**
4. **Food vendors will be permitted to sell 3 food items. No vendors will sell the same food items. This will be allowed on a first come first basis. In order to guarantee that you will be able to sell the food item, your application must be paid in full when application is submitted.**
5. **There is no rain date.** Participation is the choice of the vendor. The event will not close.
6. Check in time is 7 a.m. on Saturday. Be ready to sell at 10:00 a.m. on Saturday. **All vendors remain until closing time.**
7. Vendors are to furnish their own display installations and all items must be displayed in good taste.
8. **No food or trash shall be left anywhere on the square.**
9. **No parking is allowed on St. Lawrence Street (the street in front of the fire station). This street must remain clear for safety reasons. You may unload to setup, but must move all vehicles immediately. Also, no parking will be allowed in Confederate Square.**
10. The Main Street Project will not be held liable for any property damage, personal injury, or loss occurring in connection with the operation of the Santa's Market Show.
11. **There will be a \$35.00 charge for all checks returned for insufficient funds.**
12. **NO REFUND will be given.**

WE AGREE TO ALL THE RULES STATED.

Signature of Vendor

Mail to:
Gonzales Main Street, Inc.
P. O. Box 547
Gonzales, Texas 78629
e-mail: mainstreet@cityofgonzales.org

For additional information contact: Barbara Friedrich at (830)672-2815 or fax (830)672-2813

Name: _____

E-Mail _____

Address _____ City _____ State _____ Zip Code _____

Daytime Phone _____ Work Phone _____

Type of food product to be sold _____

COMMITTEE USE ONLY

Check # _____ Amount \$ _____ Electricity \$ _____ Date Received _____/_____/_____



OFFICIAL ENTRY FORM

LIGHTED CHRISTMAS PARADE
GONZALES, TEXAS

Saturday, December 2, 2017
7:00 p.m.

Event Sponsors:
Gonzales Main Street Program
& City of Gonzales

Please answer each question and be specific. Entries will not be accepted until all information is complete. All entries must be received by November 22, 2017. A separate entry form must be completed for each entry.

IMPORTANT: You will receive parade confirmation and further instructions regarding check-in time, your group and individual parade number one (1) week prior to the parade date. Please list the contact person, email address, and mailing address to which this information should be mailed and or/mailed.

Name of Entry: _____

Contact Person: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Sponsoring business or organization: _____

Select a type of entry from the list below. A separate entry form must be completed for each entry, i.e. if you are registering two separate cars, each must be listed on separate forms. **ABSOLUTELY NO 18 WHEELERS WILL BE ALLOWED.**

☐ Float: Total length, including tow vehicle: _____ Est. number of riders: _____

Is the float built on a truck & trailer? ☐ Yes ☐ No ☐ Other: _____

Will your entry include music? ☐ Yes ☐ No

Will your entry have pets riding on it? ☐ Yes ☐ No If yes, what kind? _____

☐ Vehicle: List make & model: _____

☐ Marching Band: Est. number of marchers: _____

☐ Walking Group/Marchers: Est. number in group: _____

☐ Royalty: Title: _____

Note: Royalty is responsible for providing for transportation and vehicle signage

☐ Other: Please describe. Be specific: _____

Provide description of your entry. Be as specific as possible, including previous parade participation. The information provided below will be read (as written) by the parade commentator.

The undersigned agrees to participate in the Gonzales Main Street 2017 Lighted Christmas Parade to be held Saturday, December 2, 2017, at 7:00 P.M. in Downtown Gonzales. We agree to cooperate in every way possible and to abide by the established rules in order to insure the safety and success of the parade.

Gonzales Main Street members shall not be responsible and/or held liable for the property of the participants from theft, damage by fire, water, accidents and/or other causes of injuries. It is hereby understood and agreed that the above organization, business, cooperation, and/or individual(s) shall not hold the officers, members, agents, volunteers and/or employees of the Gonzales Main Street, and/or sponsor(s) of the event responsible for any and all liability, suit, destruction, injury, and/or claims caused by them, their volunteers and/or to volunteer, participants and/or spectators.

Signature

Date

Either mail entry form to

Gonzales Main Street Program
P. O. Box 547
Gonzales, Texas 78629

OR

Fax entry form to:

(830) 672-2813

Questions:

mainstreet@cityofgonzales.org
830-672-2815



PARADE RULES & REGULATIONS Lighted Christmas Parade

Friday, December 2, 2016
7:00 p.m.

Event Sponsors:
Gonzales Main Street Program
City of Gonzales

SANTA

Gonzales Main Street will host Santa Claus for the Parade; please to not have any additional Santas on your float. Animated or blow up Santas will be allowed.

ILLUMINATION

All parade entries must reflect a Holiday theme and must be thoroughly illuminated. Christmas lights and spotlights are acceptable. Entries will not be accepted without lighting.

LIABILITY

All entries must be registered with liability waivers on file with the Gonzales Main Street Program. (Located on application).

FLOAT RIDERS

No one is permitted to ride on car top, fender, hood, etc. All participants must keep arms and legs within the truck and trailer boundaries and are not to extend beyond.

FLOAT & VEHICLE DRIVERS

All drivers must be licensed and adequately trained to drive their float. The driver should have perfect visibility of the road ahead. Once the float is in position in the line-up area, the driver must be in attendance at all times and available to move the unit as necessary. Entries must remain in position assigned, unless approved by a parade official.

DISTRIBUTION OF MATERIALS

No candy or other items may be thrown to the crowd; but you may have a helper hand out candy or other items.

ALCOHOLIC BEVERAGES

No alcoholic beverages of any kinds will be allowed in or on the float or tow vehicle. The consumption of any alcoholic beverage is strictly prohibited and violators will be prosecuted.

PRIZES

Awards will be given for first, second and third place in the following categories: Organization, Business, and Individual. Awards will be given before the start of the parade. All winners will be announced as your entry passes the parade announcer. Entries are judged on uniqueness, creativity, and use of lights.

JUDGING

Please be at your assigned space by 6:00 p.m. Judging will begin at 6:15 p.m. please have your entry illuminated at that time for consideration by Judges. Entries will line up on St. Louis Street starting at the corner of St. Louis and College Street. The parade will end at St. Lawrence Street and St. Peter Street.

DISCLAIMER

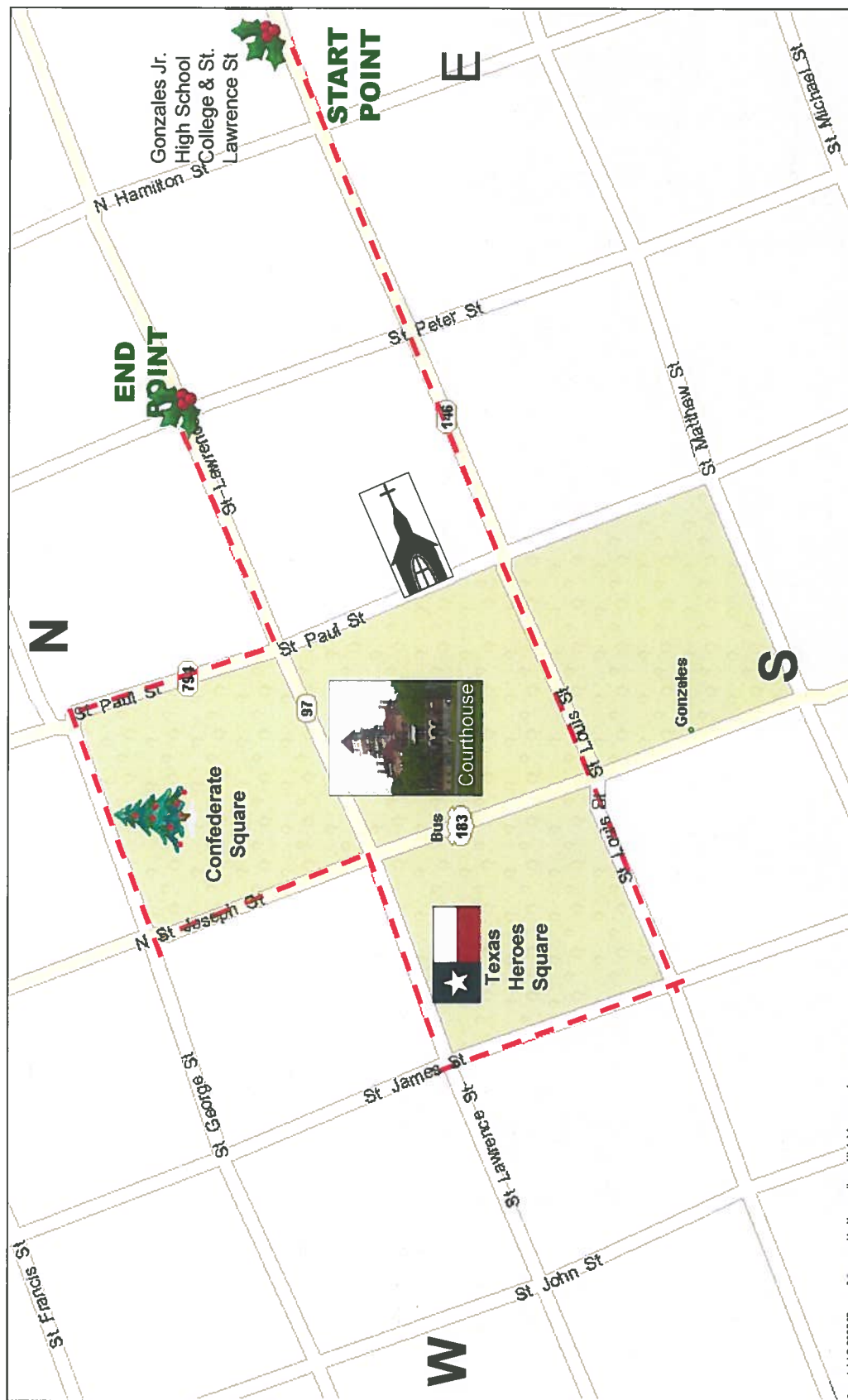
The Gonzales Main Street Lighted Christmas Parade Committee reserves the right to refuse any entries not conforming to family oriented quality and high standards of the parade. Failure to comply with rules may result in removal from parade and will affect future invitations to participate. All Parade Committee Decisions are final.

QUESTIONS?

If you need more information please e-mail mainstreet@cityofgonzales.org or call 830-672-2815

AFTER THE PARADE, JOIN US FOR THE CHRISTMAS TREE LIGHTING AND OTHER FESTIVITIES ON CONFEDERATE SQUARE

2017 GONZALES WINTERFEST LIGHTED CHRISTMAS PARADE ROUTE



SPONSORSHIP AGREEMENT

NOTES REGARDING SPONSOR SIGNS:

- DUE TO SIGN AND PROMOTIONAL PRODUCTION, AND TO ENSURE YOUR NAME/BUSINESS IS PROPERLY RECOGNIZED, SUBMISSION FOR ARTWORK DEADLINE IS APRIL 15TH.
- SIGNS ARE PROVIDED BY GMS. GMS MAY RE-USE SIGNS FROM PREVIOUS YEARS IF SIZE IS SIMILAR TO SIZE NEEDED.
- LOGOS MAY BE PRINTED ON SIGNS IF APPROPRIATE ARTWORK IS PROVIDED. ARTWORK/LOGOS FOR SIGNS, POSTER, AND WEBSITE SHOULD BE EMAILED TO: BFRIEDRICH@GONZALES.TEXAS.GOV
- ALL OTHER SIGNS WILL BE SIZED AS OUTLINED ABOVE OR AT COMMITTEE DISCRETION.
- BASED ON THE NUMBER OF RESPONSES, THE COMMITTEE RESERVES THE RIGHT TO ARRANGE SIGNS IN A MANNER THAT GIVES SPONSORS THE HIGHEST DEGREE OF RECOGNITION. HOWEVER, EVERY ATTEMPT WILL BE MADE TO HONOR SPONSOR'S FIRST CHOICE OF PLACEMENT.

SPONSOR INFORMATION

Business Name (to appear in materials): _____

Contact: _____
Phone: _____
Email: _____
Address: _____
City/St/Zip: _____
Website: _____

SPONSOR INFORMATION

Please sign below to indicate acceptance of sponsorship terms:

X _____

Printed Name: _____

DATE: _____

Enclosed is my payment for \$ _____

OR bill me in the amount of \$ _____

PLEASE RETURN TO:

Gonzales Main Street
PO BOX 547
Gonzales, Texas 78629

Gonzales Main Street is a 501c3 Non-Profit Organization. Your Donation is tax deductible.



PO Box 547 - 820 N St Joseph
Gonzales, TX 78629
P. (830) 672-2815 F. (830) 672-2813
BFriedrich@gonzales.texas.gov
www.gonzalesmainstreet.org



EST. 2008

SPONSORSHIP GUIDE

ARNETT MARKETING,

2137 Zercher Road

San Antonio, Texas 78209

(210) 826-9700 Office

(210) 826-9084 Fax

PROPOSAL/CONTRACT

DATE	PROPOSAL #
8/15/2017	10428

Name / Address
City of Gonzales Ms. Barbara Friedrich 723 St. James Gonzales, Texas 78629 830-672-2815

PLEASE ENTER SHIPPING ADDRESS
City of Gonzales/Warehouse ATTN: Barbara Friedrich 403 Saint John Street Gonzales, Texas 78629 830-263-0118 (cell)830-672-2815 ctyhall

P.O. No.	Terms
	Due On Receipt

QTY	DESCRIPTION	PRICE EACH	TOTAL
8	500' Spool, C9 NYLON SOCKETS, 12" Spacing, #14 Gauge Wire, Dual Strand = Total 4,000' **Prices Do Not Include Tax, Shipping, Installation or Electrical Requirements	495.00	3,960.00
Please Review, Approve by Signing and return by email.		Total	\$3,960.00

Signature _____

ARNETT MARKETING,

2137 Zercher Road

San Antonio, Texas 78209

(210) 826-9700 Office

(210) 826-9084 Fax

PROPOSAL/CONTRACT

DATE	PROPOSAL #
8/2/2017	10414

Name / Address
City of Gonzales Ms. Barbara Friedrich 723 St. James Gonzales, Texas 78629 830-672-7066

PLEASE ENTER SHIPPING ADDRESS
City of Gonzales/Warehouse ATTN: Barbara Friedrich 403 Saint John Street Gonzales, Texas 78629 830-263-0118 (cell)830-672-2815 ctyhall

P.O. No.	Terms
	Due On Receipt

QTY	DESCRIPTION	PRICE EACH	TOTAL
	BUY BOARD VENDOR Holiday Lighting & Decorations # 483-15 DISCOUNTS WHILE SUPPLIES LAST		
1	LS-M-24 BLACK - 330' BULK Spool, Wire, #14 Gauge Wire, Medium Base Sockets, 24" Spacing	353.63	353.63
125	LED-T50 BULBS, Medium Base Opaque, BLUE, GREEN, ORANGE, RED, WARM WHITE - (SOLD IN BOXES OF 25 Per Color)	2.80	350.00
6	14" x 9' Oregon Fir Deluxe Garland, Pre-Lit with M5 LED Conical Mini Lites, WARM WHITE, 100 Lights	60.00	360.00
	SHIPPING CHARGES ARE NOT INCLUDED		
	PROOF OF RESPONSIBILITY-Please review carefully to be sure your order is correct. I HAVE REVIEWED THIS QUOTE AND APPROVE AS SHOWN.		0.00
Please Review, Approve By Signing Below And Return Via Fax 210-826-9084		Total	\$1,063.63

Signature _____



Canton Main Street

Holiday Window Decorating Contest 2012 Registration Form

NAME OF BUSINESS

BUSINESS PHONE

OWNER / MANAGER

ADDRESS OF BUSINESS

Please enter my business in the Holiday Window Decorating Contest.

Signature of Business Owner / Manager

Cut Here -----

Please return top portion to Canton Main Street Office at 119 N. Buffalo Street, fax to 903-567-1872 or scan and email to lkitchens@cantontex.com **BY WEDNESDAY, DEC. 5 at 5:00 PM.** Call 903-567-1849 for questions.

Prizes: First Place - \$250 Second Place - \$150 Third Place - \$100

Theme: Christmas

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

Judging: Out-of-town judges will visit your business after 5:00 p.m. on Thursday, December 6. You do not have to be open.

Winners will be announced at the Canton Christmas Parade at 6:00 p.m. on Saturday, December 8. A window poster will be presented to winners for display and photos of the winners will appear in the Canton Herald newspaper.

YOU MUST REGISTER TO BE IN THE CONTEST.

Canton Main Street Program 903-567-1849



2016 Deck the Downtown Window Contest

Help draw attention to our downtown historic area this holiday season by participating in our Deck the Downtown Window Contest!

Rules: Each participant must decorate at least on window and be a part of the Cuero Main Street District. The provided sign should be place in the window "area" to be judged. Judging will be done Monday, December 5th, at night, so please be sure to have windows lit.

There will be 1st, 2nd, and 3rd place winners and they will get 1st, 2nd, and 3rd choice accordingly of the following prizes;

- \$400 cash reimbursable façade grant to be used by end of 2016;
- Service with one 1/3 page size ad during 2017 in Crossroads Connection Direct Mail & Online Magazine; three months consecutive service in 2017 on Community Connection Television presenting across 5 Crossroads area counties, donated by Crossroads Connections.
- (2) 3x5 ads in Black & White in The Cuero Record, donated by the Cuero Record.

☐ Yes, I will participate in the Deck the Downtown Window Decorating Contest!

Business:

Contact:

Phone:

Email:

Deadline to sign up is Friday, December 2nd

Questions? Main Street Office 361.485.8008 mrath@cityofcuero.com

Return by December 2nd to Cuero Main Street, 210 E. Main Street Fax: 275-6265



2015 Deck the Downtown Window Contest

Help draw attention to our downtown historic area this holiday season by participating in our Deck the Downtown Window Contest!

Rules: Each participant must decorate at least on window and be a part of the Cuero Main Street District. The provided sign should be place in the window "area" to be judged. Judging will be done Monday, December 7th, at night, so please be sure to have windows lit.

There will be 1st, 2nd, and 3rd place winners and they will get 1st, 2nd, and 3rd choice accordingly of the following prizes;

- \$400 cash reimbursable façade grant to be used by end of 2016
- Customizable design package (valued at up to \$350) from Gem Creative to be used for ONE of the following options:
 - ❖ 3 hour design consultation – interior/merchandising for your business
 - ❖ Starter website (domain & web fees not included)
 - ❖ One graphic design project (pre-print) such as business card design, special event/shop info flyer, new menu design....etc.
- \$100 cash reimbursable façade grant to be used by end of 2016

☐ Yes, I will participate in the Deck the Downtown Window Decorating Contest!

Business:

Contact:

Phone:

Email:

Deadline to sign up is Friday. December 4th

Questions? Main Street Office 361.485.8008 mrath@cityofcuero.com

Return to by December 4th to Cuero Main Street, 210 E. Main Street Fax: 275-6265



Deck the Downtown

Judges Scoring Sheet

Business:

Please mark each entrant on a scoring system from 1 to 5 with 1 being the lowest and 5 being the highest points on the following criteria. Judge each entrant on their own and do not compare to another entrant.

Theme:	1	2	3	4	5
Use of Space:	1	2	3	4	5
Lighting:	1	2	3	4	5
Use of product:	1	2	3	4	5
Originality:	1	2	3	4	5



2014 Deck the Downtown Window Contest

Help draw attention to our downtown historic area this holiday season by participating in our Deck the Downtown Window Contest!

Rules: Each participant must decorate at least one window and be a part of the Cuero Main Street District. The provided sign (third page of this packet) should be placed in the window "area" to be judged. Decorations must be completed by November 30. Judging will be done December 4th, at night, so please be sure to have windows lit.

1st place receives a \$400 cash reimbursable facade grant to be used by end of 2015 as well as one 3x4 black and white ad in the Cuero Record to be used in 2015.

2nd place receives a customizable design package (valued at up to \$350) from Gem Creative to be used for ONE of the following options:

- *3 hour design consultation - interior/merchandising for your business

- *starter website (domain & web fees not included)

- *one graphic design project (pre-print) such as business card design, special event/shop info flyer, new menu design...etc.

2nd place also receives one 3x4 black and white ad in the Cuero Record to be used in 2015.

3rd place receives a \$100 cash reimbursable facade grant to be used by end of 2015 as well as a one week long internet ad space in the Cuero Record Online to be used in 2015.

☐

YES, I will participate in the Deck the Downtown Window Decorating Contest!

Business:

Contact:

Phone:

Email:

Deadline to sign up is Tuesday, November 25th.

Questions? Megan Thomas 361.277.1242

Main Street Office 361.485.8008

megjett@gmail.com

mainstreet@cityofcuero.com

Return to BY NOV 25TH to Cuero Main Street, 210 E. Main Street Fax: 275-6265



Hello to each of our awesome Main Street District businesses!

As we're gearing up for the holiday season, we are prepping for this year's Deck the Downtown window decorating contest! We have made the contest bigger and better this year by including more prizes, and I want to personally express my gratitude to all of our sponsors, and to each of you who will be participating.

As small of a "thing" as it may seem, having windows that attract attention to our downtown is actually a REALLY big deal. Did you know that 70% of first time sales come from curb appeal alone?!?! We know how awesome all of our downtown businesses are, but some Cuero visitors may not. Once they're in, they're sure to be a repeat customer. Our Deck the Downtown contest has the potential to become it's own holiday attraction all in itself, if we, as a downtown, become known for our knock-out window displays.

- Have fun with it
- Think outside the box
- Find ways to incorporate your inventory
- Try to draw attention both day and night by having properly lit windows
- Get your staff involved, more likely than not, it will add something special, fun and new to their day
- Think consistency (even though the contest is for one window "area", having a theme that is tied in with your whole store front just gives you that much more opportunity to attract attention)

Thanks again and we can't wait to see what you all come up with!

Happy "decking our downtown"!

Megan Thomas

Main Street Program Advisory Board
Christmas in Downtown Planning Committee
2014 Deck The Downtown Chair



Financial Statement
July 31, 2017
Gonzales Main Street, Inc.

Date	Num	Description	Category	Amount
Balance as of 06/30/2017				8,439.47
07/03/2017	1991	Cash	Josh Ward	-2,510.00
07/03/2017	ATM	Walmart	Supplies	-34.82
07/04/2017	ATM	Buc EE's	Ice	-4.84
07/04/2017	ATM	HEB	Supplies	-9.95
07/10/2017	DEP	Deposit	Bldg. Lights	218.00
07/10/2017	DEP	Deposit	sponsors	1,025.00
07/10/2017	DEP	Deposit	T-Shirts	235.00
07/10/2017	DEP	Deposit	Vendors	1,070.00
07/10/2017	ATM	ASCAP	Legal	-50.00
07/11/2017	1992	Personal Impressions	Posters	-1,458.57
07/11/2017	1993	C H Graphics	caps	-340.46
07/17/2017	DEP	Deposit	Janna Christian	218.00
07/17/2017	DEP	Deposit	Vendor	150.00
07/17/2017	DEP	Deposit	sponsors	500.00
07/21/2017	1994	Egon Barthels	Face book adv	-217.97
07/24/2017	DEP	Deposit	sponsor	250.00
07/24/2017	DEP	Deposit	Bldg. Lights	218.00
07/31/2017	DEP	Deposit	Bldg. Lights	219.00
Balance as of 07/31/2017				7,915.86

Business Improvement Grant
July 31, 2017

Date	Num	Description	Category	Amount
Balance as of 06/30/2017				36,354.99
07/01/2017	257	Brent & Janna Christian	Grant	-13,482.90
Balance as 07/31/2017				22,872.09