



**MAIN STREET ADVISORY BOARD MEETING**  
Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, February 25, 2020– 5:30 p.m.

**AGENDA**

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

**HEARING OF RESIDENTS**

The hearing of residents section of the meeting is for citizens to address the advisory board as a whole

**APPROVAL OF MINUTES**

1. Approval of January 28, 2020 Minutes

**ITEMS TO BE CONSIDERED**

2. Discuss, Consider, and Possible Action regarding Seguin Main Street Advisory Board's field trip to Gonzales.
3. Discuss, Consider, and Possible Action regarding Ann Covert's recommendation to request funds from Historic Homes Association.
4. Discuss, Consider, and Possible Action regarding committee appointments.
5. Discuss, Consider, and Possible Action regarding Board Training
6. Discuss, Consider, and Possible Action regarding Promotion Committee
  - a) Concert Series and Star Spangled Spectacular
    - (1) Bands
    - (2) Sponsors
    - (3) Vendors
    - (4) Games
    - (5) July 4<sup>th</sup> Activities
  - b) City Wide Yard Sale
    - (1) Date and Time
7. Discuss, Consider, and Possible Action regarding Organization Committee
  - a) Renaissance Festival
8. Discuss, Consider, and Possible Action regarding Economic Vitality Committee
  - a) New Businesses

## REPORTS

9. **Financial Report for month of January**
10. **Main Street Manager Barbara Friedrich's report**
11. **Requests by Board Members for items on future agendas**
12. **Announcements by Board Members**
13. **Set date and time for next meeting**

## AJOURN

I certify that a copy of the February 25, 2020 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 21st day of February 2020 at \_\_\_\_\_ a.m./p.m. and remained posted continuously for at least 72 hours proceeding the scheduled time of the meeting. I further certify that the above agenda was removed on \_\_\_\_\_ day of \_\_\_\_\_, 2020 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.

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Barbara Friedrich, Main Street Manager

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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, January 28, 2020– 5:30 p.m.**

**AGENDA**

The Gonzales Main Street Advisory Board convened their regular board meeting at 5:30 p.m., January 28, 2020 in the City Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

Chairman Gregory Webb called the meeting to order at 5:35 p.m. The following members were present constituting a quorum: John Boothe, Gregory Webb, Karen Jacobs, Sherri Schellenberg, Connie Dolezal, Shelli Van Kirk, Meena Patel, Debbie Toliver, D'anna Robinson, and Cheri Lane. Members absent: Carlos Camarillo and Amy Cernosek. Other present was Barbara Friedrich.

**HEARING OF RESIDENTS**

**The hearing of residents section of the meeting is for citizens to address the advisory board as a whole**

None

**APPROVAL OF MINUTES**

1. **Approval of November 19, 2019 and January 7, 2020 Minutes**  
Following discussion, John Boothe moved to approve the November 19<sup>th</sup> minutes with correction and the January 7<sup>th</sup> minutes. Karen Jacobs seconded the motion. The motion prevailed by unanimous vote.

**ITEMS TO BE CONSIDERED**

2. **Discuss, Consider, and Possible Action regarding FYE 2020 Budget**  
Barbara Friedrich stated that the Executive Committee met and developed the proposed budget.  
Following discussion, Karen Jacobs moved to approve FYE 2020 Budget. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.
3. **Discuss, Consider, and Possible Action regarding membership with Gonzales Chamber of Commerce and Agriculture**  
Barbara Friedrich reported that the membership dues for the Gonzales Chamber of Commerce and Agriculture had increased from \$75.00 to \$100.00 per year.

Following discussion, Meena Patel moved to approve membership with Gonzales Chamber of Commerce and Agriculture and issue check for membership dues of \$100.00. John Boothe seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss, Consider, and Possible Action regarding Program of Work for FYE 2020**

Barbara Friedrich presented the proposed Program of Work for FYE 2020. Following discussion, Connie Dolezal moved to approve the Program of Work for FYE 2020. D'anna Robinson seconded the motion. The motion prevailed by unanimous vote.

**5. Discuss, Consider, and Possible Action regarding Board Training**

Barbara Friedrich reported that Debra Dreschner, Main Street State Coordinator, had responded to an e-mail requesting Board Training from her office. Debra said she would be glad to do the training, but preferred that it be accomplished during the day. Discussion was made as to having Genora Young with the Gonzales Economic Development Corporation do the training. Following discussion, Karen Jacobs moved to approving Genora Young do Board Training on March 24, 2020. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**6. Discuss, Consider, and Possible Action regarding Promotion Committee**

**a) Concert Series and Star Spangled Spectacular**

**(1) Bands**

Gregory Webb gave an update on the bands that have been booked.

**(2) Barbara Friedrich gave an update on sponsors.**

**(3) Discussion was made on the vendor applications; date, time, and cost.**

Debbie Toliver reported that she would like to see the July 4<sup>th</sup> event starting earlier in the afternoon and having possibly at water slide, watermelon eating contest and several other activities.

Following discussion, Cheri Lane moved to approve having events on the July 4<sup>th</sup> start at 2:00 p.m. and set up from 12 pm to 2 pm. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**(4) Fireworks Show**

Barbara Friedrich reported that Mr. B Fireworks had sent the contract for the fireworks show. City Manager Tim Patek signed the contract and deposit had been mailed. The show will start at 10 pm.

**b) City Wide Yard Sale**

**(1) Date and Time**

Following discussion, Meena Patel moved to table action on the City Wide Yard Sale until the next meeting. John Boothe seconded the motion. Motion prevailed by unanimous vote.

**7. Discuss, Consider, and Possible Action regarding Design Committee**

**a) Façade Grant**

Barbara Friedrich reported that work was almost completed on the Burchard building and they had done a great job.

8. **Discuss, Consider, and Possible Action regarding Organization Committee**
  - a) **Renaissance Festival**

Gregory Webb reported that he has tried to get in touch with a group that does Renaissance Festivals and did not receive any answers. Meena Patel stated that should like to pursue this project and will report at next meeting.
9. **Discuss, Consider, and Possible Action regarding Economic Vitality Committee**
  - a) **New Businesses**

Barbara Friedrich reported that a Beauty Salon was opening at 113 Saint Joseph Street. It was reported that the Holiday Finance building on St. Lawrence Street was for sale; Cheri Lane reported that the building and business, Comfy Pets, on 726 St. Paul Street was for sale and that they were opening a car lot on Hwy. 183.

## REPORTS

10. **Financial Report for month of November and December 2019**

Reviewed
11. **Main Street Manager Barbara Friedrich's report**

Barbara Friedrich reported that she attended a Small Business Tax Class; the Tourism Quarterly Partnership meeting; and TXGN revealing of new locomotive. She is working with GEDC and Chamber of Commerce, SBDC, and SPA for a Job Fair on March 12<sup>th</sup>. Every Main Street City will receive a branded sign from the Texas Historical Commission to be placed at an entry way to the City.
12. **Requests by Board Members for items on future agendas**

It was requested that Committee appointments and City Wide Yard Sale be placed on the February agenda.
13. **Announcements by Board Members**

None
14. **Set date and time for next meeting**

Next regular meeting of the Gonzales Main Street Advisory Board will be February 25, 2020 at 5:30 p.m. at City Hall.

## AJOURN

No further matters were discussed. Karen Jacobs moved to adjourn the meeting and John Boothe seconded the motion.

Barbara Friedrich, Recording Secretary

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Gregory Webb, Chairman

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Karen Jacobs, Secretary

**Barbara Friedrich**

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**From:** Kyle Kramm <kkramm@seguintexas.gov>  
**Sent:** Tuesday, January 28, 2020 7:26 PM  
**To:** Barbara Friedrich  
**Cc:** Christy Hopper  
**Subject:** Main Street Board Tour

Barbara,

I take the Seguin Main Street Advisory Board on an annual field trip to neighboring cities and this year the Board would like to visit Gonzales. If you are open to it, we would like to have a walking tour of downtown Gonzales and a short discussion with you about successes and projects you all have been working on. We would be arriving in Gonzales a little after 2:00 and stay in Gonzales until about 4:30 to take a tour of Gonzales and do a little shopping. We are interested in coming on Monday, April 6 if that works for you. The visits with other Main Streets has been very successful in the past as away for the Board to get ideas for Seguin and if you ever want to organize a tour of downtown Seguin, we would love to host you all.

Thank you,  
Kyle Kramm  
Main Street & CVB Director  
City of Seguin  
(830) 401-2448

## Barbara Friedrich

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**From:** Ann Covert <email@stjamesinn.com>  
**Sent:** Friday, February 7, 2020 5:17 PM  
**To:** Ashley Simper; Barbara Friedrich  
**Subject:** a suggestion

Hello Ashley and Barbara.....This Historic Homes Association will be accepting request for funds from our home tour in the next few weeks. The handrails downtown was a project sponsored by HHA and joined by Main Street. We need a few more around town and some need refurbishing. What if you requested funds to refurbish some and add a couple..... I would suggest \$3,000. Any questions.....let me know. Ann



## **ECONOMIC VITALITY**

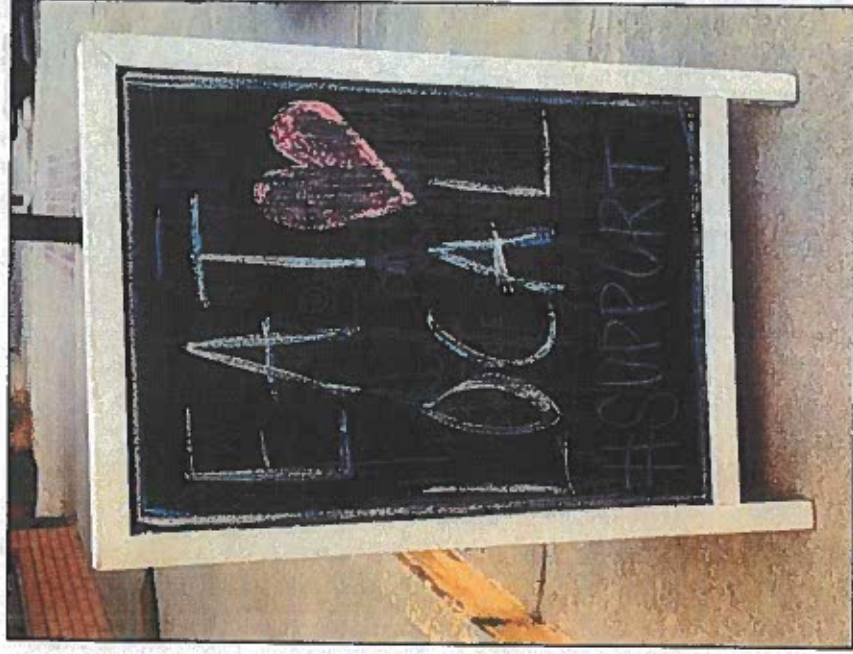
focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



# An economic development strategy...



Economic  
Vitality



...supporting...

- Small business
- Entrepreneurship
- Shopping local

...providing...

- Investment opportunity
- Return on investment
- Improving, shifting market conditions

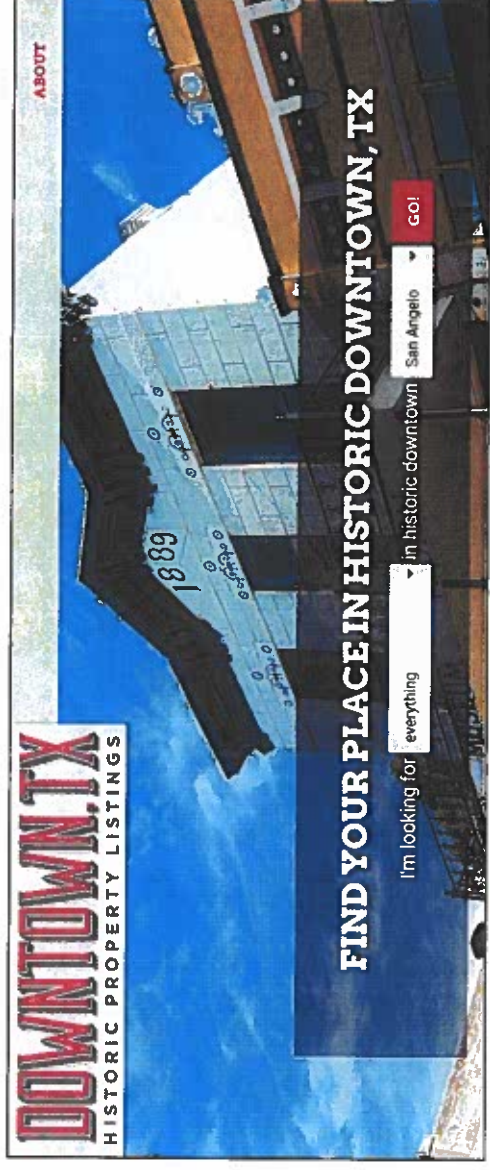


## Preparing

- Collecting, analyzing and understanding data about market realities and potential
- Mapping assets

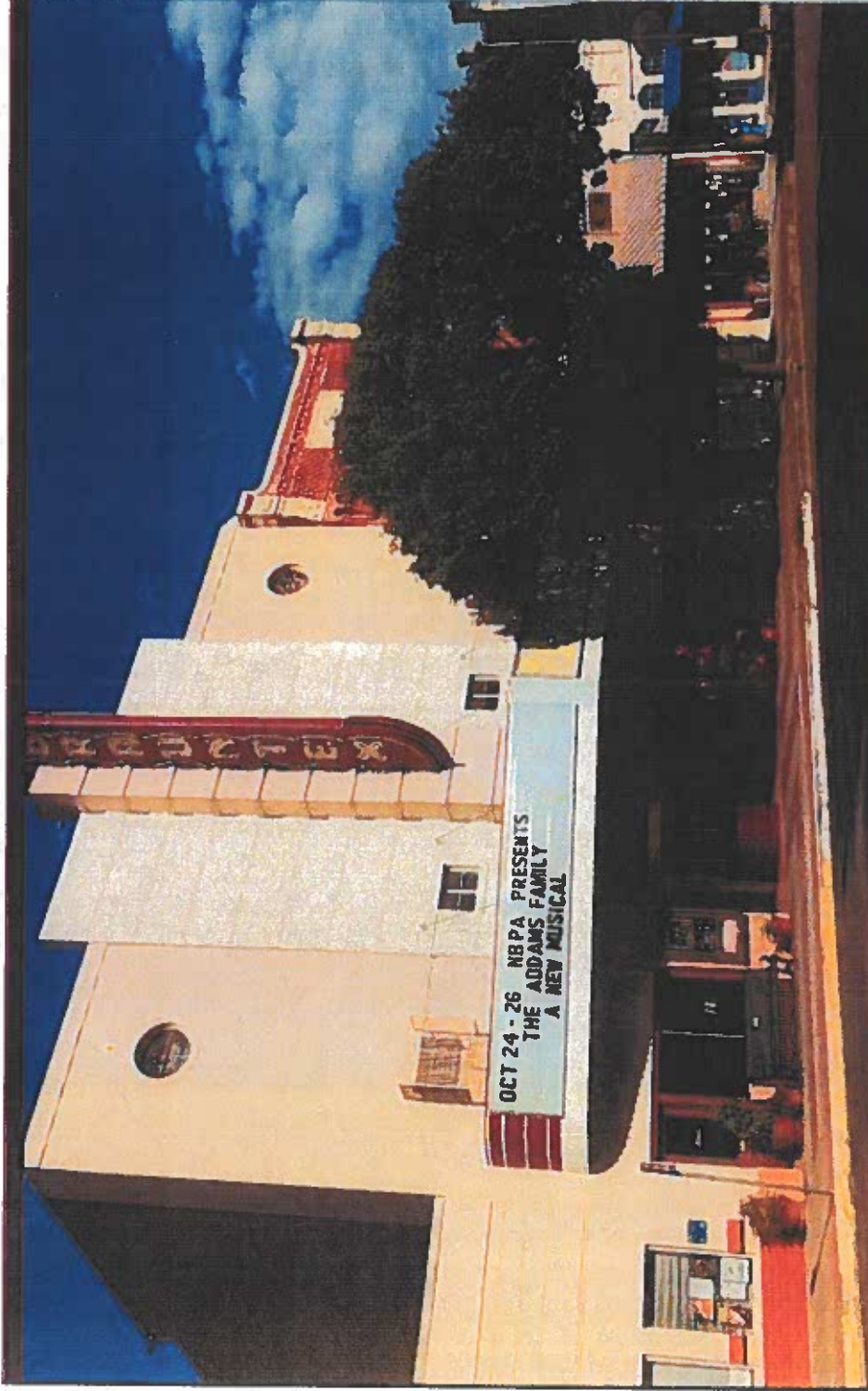
## Acting

- Working with partners, developing tools and strategies to spur revitalization



**DESIGN**  
supports a  
community's  
transformation by  
enhancing the physical  
and visual assets that  
set the commercial  
district apart.





1. PRESERVE your historic buildings and assets.
2. ENHANCE what you have.
3. Go beyond the building.
4. Be involved in how your downtown EVOLVES.



## PROMOTION

positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.



# Meeting strategic objectives through promotional activities

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Image building and messaging  
Driving traffic downtown

Calendar

Events

Advertising

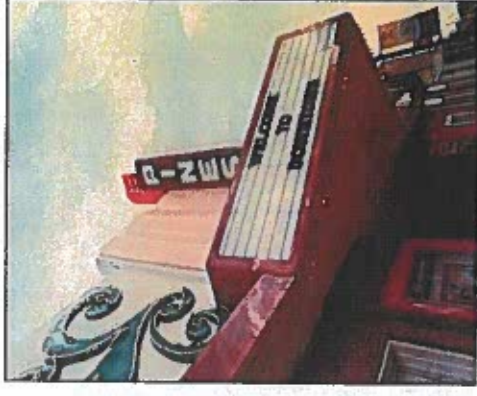
Targeted direct business/  
retail development activities

Heritage and history

Storytelling



Promotion





**ORGANIZATION**  
involves creating a strong  
foundation for a sustainable  
revitalization effort,  
including cultivating  
partnerships, community  
involvement, and resources  
for the district.

## Barbara Friedrich

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**From:** Ashley Simper  
**Sent:** Monday, January 27, 2020 11:21 AM  
**Subject:** Save the Dates

Good morning!

The City of Gonzales, in partnership with the Gonzales County Historical Commission, are currently coordinating a slate of events during Texas Independence Week to pay homage to Texas' fight for independence, the Immortal 32 and Gonzales' overall contribution to this historic endeavor.

As details are being finalized, I wanted to make sure that we made each of you aware of the dates and times so that you can plan to be in attendance, if possible. If you have any questions, please do not hesitate to reach out to me.

- **Sunday, March 1 at 8am:** Volunteers will be leaving Confederate Square at 8am to head to The Alamo to participate in "The Arrival of the Immortal 32" event, and we would love to have the community out to show support. Also, we have a few volunteer spots still open so please sign up if you can!
- **Monday, March 2 at 10am:** A "Toast to Texas" will be held at Hero's Square in celebration of Texas Independence Day
- **Friday, March 6 at 11:30am:** "The Story of Our Hero's: Immortal 32" is a ceremony that will be held at the Memorial Museum where descendants will be laying a wreath at the foot of the monument, as well as 41 yellow roses to honor the fallen. Lunch on the lawn will follow so an RSVP is necessary for this event no later than Feb. 26.

Thank you!

*Ashley Simper*

Director of Tourism  
City of Gonzales  
(O) 830.672.2815  
(M) 830.203.1705



# Coast2capital.com

Rockport Warriors United Coast To Capital Bike Ride 2020. David Jones and Hershel Shoats will be riding bicycles from Rockport Warriors United Retreat (RWU) center in Rockport, Texas to the capital steps in Austin, Texas. This is an 218 mile endeavour to bring awareness to the epidemic of veteran suicide. Veterans Affairs has been stating that 22 men and women veterans take their lives everyday but now they have increased that to 24. Rockport Warriors United offers alternative types of therapies for PTSD, TBI, and suicide Prevention. Some of our therapies include Equine Assisted Learning, Jujitsu, Yoga, Meditation, Acupuncture, and more. The monies earned from this bike ride will support these programs that are not funded by Veterans Affairs, TRICARE or TriWest. These programs have been proven to help men and women become "present" which helps the brain function properly which helps with PTSD, TBI, and Depression. Our veterans have sacrificed so much for you and I and deserve to live a life of peace and health.

Coast 2 Capital Veterans Suicide Awareness Bike Ride will have 2 riders, David Jones and Hershel Shoats both Navy Veterans. David Jones was in a horrific automobile accident in 2013 that left him unable to walk because of the damage to his neck, back, and left leg. Since then this Navy Veteran thru 3 years of therapy and much determination is not only walking but has decided to take on this incredible journey to help the men and women from our military. Hershel Shoats also has life altering situations, he has recently been diagnosed with Multiple Sclerosis. These 2 men had to bury a brother in arms in November of 2019 which sparked this idea for a bike ride from the RWU Retreat center to the Capital Steps in Austin, Texas to bring awareness as well as train everyone and anyone on Suicide prevention and awareness. The more we can give knowledge to, the more we can help. Please choose to help us with this endeavour and help save lives. Currently the men are in need of 2 matching road bikes and all the equipment the bikes will need for this journey as well as all of the equipment the men will need for this journey like shoes, shorts, jelly, etc. They are also in need of sponsors and donors. There are many ways to help. On the road to the capital there will be stops made in every town along the way. In each town veterans and representatives of RWU will hold an informal town type meeting discussing Coast 2 Capital Veteran Suicide Awareness Bike Ride. In each town there will be media coverage as well as the support from the leaders of every town. 2 Large recreational vehicles will be driving along the route stopping at all of the towns. The RV's will be wrapped with all of the different "Brigade" sponsors. Also, there is a crew truck that will follow the riders throughout their ride. This truck will have magnets on it along with the "Battalion" sponsors. There are many different other ways to help. Please see attached sponsorship form. When the riders reach the capital we anticipate over 10,000 people lined up at the capital to help bring awareness to the veteran suicide epidemic. It takes a village to make changes, please help us to help many. There are many ways to help, please see attached sponsor form. God Bless You & Yours!

Sincerely,

Rockport Warriors United

361-460-2317

[rockportwarriorsunited@gmail.com](mailto:rockportwarriorsunited@gmail.com)

**82-4309313** EIN Number

# Coast 2 Capital veteran suicide awareness Bike Ride

## List of towns

March 20,2020:

Leave Rockport Warriors United Retreat Center at 08:30 am

Arrive in Sinton at Noon- Rockport Warriors United Representative will talk to citizens

Stop in Beeville for the night. Dinner at the VFW at 6pm

March 21,2020

Leave Beeville at 08:30 in the morning

Arrive in Goliad Rockport Warriors United Representative will talk to citizens

Stop in Cuero for the night. Meet at VFW at 6pm

March 22,2020

Leave Cuero at 8:30 in the morning

Arrive in Gonzalez at Noon- Rockport Warriors United Representative will talk to citizens at Texas Memorial Museum

Stop in Luling for the night. Dinner at the American Legion at 6pm

March 23,2020

Leave Luling at 08:00 in morning

Arrive in Lockhart at 10:30 Rockport Warriors United Representative will talk to citizens

Arrive at Capitol Steps at 4:00-4:30 pm- public address all attendees and leaders of the great State of Texas

EIN # 82-4309313

# Coast 2 Capitol Bike Ride

Bringing awareness to the **22 who**  
**commit suicide daily**

*Sponsorship Packages Available*

Be a part of the **BRIGADE** with a \$10,000.00 **donation**

Logo(3'x4') on RV Support Vehicle going behind riders.  
Logo on Back of T-shirts worn by riders  
Logo on Event Website, Press Releases and  
speaking engagements

Be a part of the **BATTALION** with a \$5,000.00 **donation**

Business magnet on the Support Truck that follows the riders  
Logo on T-shirt, Website. Name mentioned in all media outlets

Be a part of the **GARRISON** with a \$1,000.00 **donation**

Logo on all marketing materials, Website, and speaking engagements

Be a part of the **REGIMENT** with a \$500.00 **donation**

Sponsor a day of the ride. Covers fuel, food and lodging for  
riders and support staff and support vehicles.

Be a part of the **PLATOON** with a \$ 150.00 **donation**

Sponsor a memorial photo of a  
suicide victim

**Sponsor a Rider for \$1.00 a mile = \$ 220.00 donation**

Please make checks payable to: **Rockport Warriors United**

Company Name / Individual: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_



[ROCKPORTWARRIORSUNITED.COM](http://ROCKPORTWARRIORSUNITED.COM)

[rockportwarriorsunited@gmail.com](mailto:rockportwarriorsunited@gmail.com)

(361) 737-2682 1130 E. LINDEN ST ROCKPORT, TX 78382