



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, January 24, 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 November 15, 2016 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider Main Street Logo
3. Discuss and consider Budget for FYE 2017
4. Discuss and Consider any action regarding Promotion Committee
 - a) Winterfest
 - b) Concert Series and Star Spangled Spectacular
 - (1) Discuss and Consider Main Street Concert Series and Star Spangled Spectacular Budget for FYE 2017
 - (2) Discuss and Consider Vendor Applications
5. Discuss and Consider any action regarding Christmas/downtown decorations
6. Discuss and Consider any action regarding Organization Committee
7. Discuss and Consider any action regarding Design Committee
8. Discuss and Consider any action regarding Economic Vitality Committee

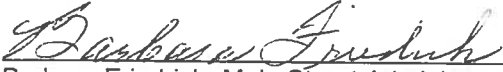
STAFF/COMMITTEE REPORTS

9. Manager's Report
10. Financial Report
11. Next regular meeting will be February 28, 2017.

AJOURN

I certify that a copy of the January 24, 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 19th day of January 2017 at 4:00 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, November 15, 2016– 5:30 p.m.**

MINUTES

The Gonzales Main Street Advisory Board convened their regular meeting at 5:30 p.m., November 15, 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: Egon Barthels, Connie Dolezal, Del De Los Santos, Johnnie Edwards, Debbie Toliver, Carlos Camarillo, Sherri Schellenberg, Sheli Van Kirk. and John Boothe. Members absent: Lisa Brown and John Pirkle. Others present were Barbara Friedrich

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory board as a whole

David DeMent commented on the City Council approved 2015 building codes that were making it almost impossible to renovate some of the buildings downtown. He urged the Main Street Board to think about these codes and how they could help the building owners.

APPROVAL OF MINUTES

1. Approval of October 25, 2016 Minutes
Following discussion, Johnnie Edwards moved to approve the minutes for October 25, 2016. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider Business Development Grant application from Sweet B's
Bri Shauer presented a Business Development Grant application to the Main Street Board for approval for renovations of her building located at 521 Saint Joseph Street. Grant funds would be used rebuild façade of building to way it was originally, and install an awning.
Following discussion Egon Barthels moved to approve application from Sweet B's for funding of 80% up to \$15,000.00 of cost for renovation of façade of building on 521 Saint Joseph Street. John Boothe seconded the motion. The motion prevailed by unanimous vote.
3. Discuss and Consider Program of Work for 2017
Barbara Friedrich presented the Program of Work for 2017 with changes that the board requested at the October 25, 2016 meeting. Discussion was made by the board about landscaping and planting flowers downtown.
Following discussion, Egon Barthels moved to approve the Program of Work for 2017. Shelli Van Kirk seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider any action regarding Promotion Committee
 - a) Winterfest
Discussion was made about judges for the Lighted Christmas Parade. Connie Dolezal said she would talk to John Pirkle about driving the judges and about judges for the parade. Debbie Toliver discussed the BBQ and Chili and Bean Cook-off. She will need about six judges. Carlos Camarillo and John Boothe will see about getting judges. Carlos will provide music for downtown on Saturday. Debbie Toliver received several items for the Silent Auction. Barbara Friedrich will purchase gift certificates for the parade judges.
 - b) Small Business Saturday
Barbara Friedrich reported that the Chamber of Commerce had received several items from American Express to hand out to the businesses. Egon Barthels will promote the event on face book.
5. Discuss and Consider any action regarding Christmas Decorations
The decorations are being put up. Lisa and Rob Brown will be putting up the rest of the lights in the trees.
6. Discuss and Consider any action regarding Organization Committee
None
7. Discuss and Consider any action regarding Design Committee
None
8. Discuss and Consider any action regarding Economic Vitality Committee
None

STAFF/COMMITTEE REPORTS

9. Manager's Report
None
10. Financial Report
Financial report was reviewed.
11. Next regular meeting will be January 24, 2017 at 5:30 p.m. at City Hall.

AJOURN

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

Barbara Friedrich, Recording Secretary

Del De Los Santos, Chairman

Lisa Kay Brown, Secretary





GONZALES MAIN STREET ADVISORY BOARD
Budget FYE 2017

Category Description	Budget FYE 2016		Actual 01/01/2016 12/31/2016		FYE 2017 Proposed Budget
INCOME					
Donations	3,000.00		5,000.00		2,000.00
Fundraisers	1,000.00		0.00		0.00
Happy Fall Ya'll	0.00		45.00		0.00
Incentive Grant Fund Receipts	75,000.00		71,440.00		75,000.00
Santa's Market	1,000.00		920.00		1,000.00
Summer Concert Series	28,200.00		36,422.00		26,500.00
Winterfest (Christmas Decoratio	500.00		461.00		500.00
TOTAL INCOME	108,700.00		114,288.00		105,000.00

EXPENDITURES					
Advertising	0.00		0.00		0.00
Banners	0.00		0.00		0.00
Board Training	100.00		25.00		70.00
Business Seminars	200.00		0.00		200.00
Beautification	0.00		0.00		0.00
Christmas Decorations	3,440.00		375.82		1,300.00
Downtown Project			0.00		0.00
Gifts	0.00		0.00		0.00
Happy Fall Ya'll	0.00		133.38		200.00
Incentive Grant	75,000.00		79,489.61		75,000.00
Lighting Project (Confederate sq)			0.00		0.00
Postage	50.00		0.00		0.00
Preservation Week	0.00		0.00		0.00
Supplies	200.00		55.21		100.00
Promotional	0.00		42.00		100.00
Summer Concert Series	28,200.00		37,211.60		26,500.00
Volunteer Appreciation	400.00		0.00		200.00
Webb Design	0.00		0.00		0.00
Winterfest	800.00		3,800.92		1,000.00
Legal Prof Fees	260.00		265.99		300.00
Sales Tax	50.00		15.60		30.00
TOTAL BUSINESS EXPENSES	108,700.00		121,415.13		105,000.00

Business Improvement Grant Program	21,354.99
Beautification Account	0.00
Main Street Regular Account	10,464.09
Fund Balance As of 12/31/2016	31,819.08

**Winterfest/Christmas Decorations 2016
Financial Report**

Income

Santa's Market	920.00
Dixie Starns Wagner	3,000.00
Hotel/Motel Tax/Preservation	11,992.75
Carsouel Rides	384.00
Main Street - City Budget	598.34
Hotel/Motel Tax - Christmas Decoration	<u>1,009.84</u>
Total Income	\$17,904.93

Expenses

Arnett Marketing - Lights across the street	2,967.70	Hotel/Motel/Presv.
Arnett Marketing - Lights in trees	7,594.67	Hotel/Motel/Presv.
Arnett Marketing - light bulbs	<u>1,430.38</u>	Hotel/Motel/Presv.
Sub Total	11,992.75	
McCoy's	4.31	MS Board
GBC	49.80	MS Board
Home Depot - Timers and flood lights	321.71	MS Board
Gonzales Building Center - supplies	2.49	MS Board
Running M Bar & Grill - Gift Certificates - Judges	40.00	MS Board
Family Dollar - Decoration for parade entry	12.99	MS Board
Pride of Texas	3,500.00	MS Board
Jump N Fun	200.00	MS Board
WalMart	25.44	MS Board
Running M Bar & Grill - Gift Certificate - Santa	<u>20.00</u>	MS Board
Sub Total	4,176.74	
W B Farm & Ranch	20.95	MS City Budget
Arnett Marketing	211.11	MS City Budget
Arnett Marketing	198.08	MS City Budget
BFKT - Photocell	<u>168.20</u>	Ms City Budget
Sub Total	598.34	
W B Farm & Ranch - cable ties - Large Screw	4.54	Hotel/Motel/Xmas
Mid Coast - Outdoor LC 60A	30.00	Hotel/Motel/Xmas
W B Farm & Ranch - Cable Tie	30.96	Hotel/Motel/Xmas
McCoy's Winged Wire Nut - wire Nut Hexlock	18.76	Hotel/Motel/Xmas
McCoy's 15A 125F Quick Attach Plug	3.98	Hotel/Motel/Xmas
W B Farm 8 Ranch - wire connector, etc.	93.20	Hotel/Motel/Xmas
Mid-Coast 1 pole 0 8 outdoor LC 60A, MM-R/Y Jug	290.00	Hotel/Motel/Xmas
Mid Coast - 1 ser connector	8.92	Hotel/Motel/Xmas
Mid Coast - 2-8 Outdoor LC 60A	30.00	Hotel/Motel/xmas
Mid Coast - 2-8 Outdoor LC 60A	120.00	Hotel/Motel/Xmas
McCoy's 15A 3 outlet Tap	6.59	Hotel/Motel/Xmas
McCoy's - Extension cords	74.97	Hotel/Motel/Xmas
Walmart - Christmas Decorations	35.29	Hotel/Motel/Xmas

Walmart - ext Cords	23.16	Hotel/Motel/Xmas
W B Farm & Ranch	18.38	Hotel/Motel/Xmas
Arnett Marketing	213.00	Hotel/Motel/Xmas
W B Farm & Ranch	8.09	Hotel/Motel/Xmas
Sub Total	\$1,009.84	
Total Expenses	\$17,777.67	
Profit/Loss	\$127.26	

GONZALES MAIN STREET ADVISORY BOARD

Concert Series 2017

Proposed Budget FYE 2017

Category Description	Budget FYE 2016	Actual 01/01/2016 12/31/2016	FYE 2017 Proposed Budget
INCOME			
Sponsorships	26,000.00	23,400.00	24,000.00
Tourism	15,000.00	15,000.00	15,000.00
Booth Spaces	2,000.00	2,222.00	2,000.00
T-Shirt/Koozies Sales	200.00	470.00	500.00
BBQ Cook-off	0.00	0.00	0.00
50/50	0.00	0.00	0.00
Raffle	0.00	330.00	0.00
Tourism - Advertising/Promotion	0.00	10,000.00	0.00
TOTAL INCOME	43,200.00	51,422.00	41,500.00

EXPENDITURES			
Bands	22,000.00	18,700.00	23,000.00
Sound System	1,900.00	3,500.00	3,500.00
Mr. B Fireworks	15,500.00	15,900.00	16,000.00
T Shirts	1,000.00	1,682.64	1,300.00
Banners/signs	1,000.00	1,557.55	1,000.00
Stage	500.00	0.00	500.00
Snacks for volunteers	0.00	0.00	0.00
Meals for Bands	100.00	150.63	200.00
Drinks/Supplies	800.00	256.78	300.00
Koozies	400.00	396.00	400.00
Vendor Refund	0.00	0.00	0.00
Cashier check charge	0.00	0.00	0.00
Advertising	0.00	9,968.00	0.00
Workers for Band	0.00	100.00	0.00
TOTAL BUSINESS EXPENSES	43,200.00	52,211.60	46,200.00



Gonzales Main Street Events

Arts & Crafts Application Form

*please read the entire form; changes have been made

Concert Series (Every Friday in June) Star Spangled Spectacular (July 4)

Name _____

Business Name _____

Tax ID # _____

Address _____

City/State/Zip _____

Day Phone _____

Home Phone _____

Cell Phone _____

E-mail address _____

Art, Craft or Goods Description: _____

Price Range of Art, Crafts or Goods to be sold (**NO NOVELTY ITEMS; SILLY STRING OR POPPERS**):

SPACE FEES

Space _____

Reserve one 12 X 12 Space

Electricity is requested – one (1) 110 plug

REQUESTS:

Were you a vendor at this event last year? YES NO

(*Every effort will be made to accommodate special requests on a first come, first serve basis. Space requests cannot be guaranteed if not attending all event dates)

Set up time will be from 3-5 p.m. and sell from 6 p.m. to 10 p.m.

Event & Dates (select dates attending)

GMS Concert Series	June 2, 9, 16, 23, & 29	\$15.00 per show increase to \$30.00
Star Spangled Spectacular	All events and July 4th	\$85.00 – increase to \$180
Star Spangled Spectacular	July 4 th only	\$50.00 – increase to \$60.00

PAYMENTS – Payments due in full 7 business days before the event.**

Make checks or money orders payable to: Gonzales Main Street

Mail to: Barbara Friedrich, Gonzales Main Street, P. O. Box 547, Gonzales, Texas 78629 Phone: (830) 672-2815

OR Fax to: Barbara Friedrich, Fax: (830) 672-830-672-2813. E-mail: mainstreet@cityofgonzales.org

Office Use Only

Booth Fee Paid _____

Cash/Check # _____

Date Received _____



Gonzales Main Street Events

Arts, Crafts, and Goods Application Form Rules and Regulations

1. Gonzales Main Street has the right to refuse any vendor and/or the right to refuse any particular item the vendor desires to sell if the item is not deemed appropriate for the event.
2. Vendors will be provided a 12' x 12' area.
3. Vendors will be permitted to enter the closure and set up between the hours stated on the application.
4. Vendors must contain their display within the dimension of the space rented.
5. No staking of tents or canopies will be permitted, either in the asphalt or in landscaped areas.
6. If electricity is requested and available, vendor must provide their own heavy-duty outdoor extension cords.
7. Returned checks are subject to a \$35 NSF fee.
8. Vendors are responsible for collecting/paying Texas State Sales Tax as applicable to their product.
9. **No parking** inside or around Confederate Square. You may park in Texas Heroes Square, Church Parking Lot on St. Paul Street or behind the Courthouse. **Do Not Park** in the 400 block of Saint Lawrence Street. The Fire Department needs to have easy access to exit in case of a fire.
10. Submission of application does not guarantee acceptance due to limited space.
11. **THERE WILL BE NO RAIN DATES** and refunds are not given.
12. Gonzales Main Street retains the right to prevent future participation of any vendor for conduct deemed, in GMS sole discretion, unacceptable and/or detrimental to the mission and reputation of GMS and the event. The vendor releases the Gonzales Main Street and the City of

Office Use Only

Booth Fee Paid _____

Cash/Check # _____

Date Received _____



Gonzales from any liability due to breakage, theft, injury, or bodily harm while at Gonzales Main Street sponsored event. The vendor also agrees to the rules and regulations of Gonzales Main Street. If any of these rules and regulations are violated, the vendor and all equipment will be escorted from the property immediately, not permitted to sell or setup, and NO refunds will be given. I have read and understood all the above rules and regulations set forth by Gonzales Main Street, and agree to comply. If I do not comply I understand that I will be escorted from the event, not permitted to sell or setup and no refund will be given.

Vendor Signature _____ Date _____

GMS Representative _____ Date _____

Office Use Only		
Booth Fee Paid _____	Cash/Check # _____	Date Received _____



Gonzales Main Street Events

Food Vendor Application Form

*please read the entire form; changes have been made

(one form must be submitted per event) Concert Series (Every Friday in June) Star Spangled Spectacular (July 4)

Name _____

Business Name _____

Address _____

City/State/Zip _____

Day Phone _____ Cell Phone _____ E-mail address _____

Food Description (Check each item you will be selling):

- Gorditas Beef Fajitas Chicken Fajitas Corn Dogs/Funnel Cakes
- Hamburger/Fries Turkey Leg Brisket Tacos Sausage Kabobs Roasted Corn
- Aquas Frescas/Fruit Cups Tripas Turkey Legs Puffy Tacos Mini Taquitos
- Other _____

Event & Dates (select dates attending)

Event & Dates (select dates attending)		Prices (per day)
Concert Series	June 2, 9, 16, 23 & 29	\$ 15.00 per show – increase to \$30.00
Star Spangled Spectacular	All events and July 4th	\$ 85.00 – increase to \$180.00
Star Spangled Spectacular	July 4 th only	\$ 50.00 – increase to \$60.00

Were you a vendor at this event last year? YES NO

Do you have an overly large BBQ pit or other large equipment that needs additional space? YES NO

Mail to: Barbara Friedrich, Gonzales Main Street, P. O. Box 547, Gonzales, Texas 78629

Phone: (830) 672-2815 OR Fax to: Barbara Friedrich (830) 672-2813. E-mail: mainstreet@cityofgonzales.org

****PAYMENTS**** – Due in full 7 days before the event. Make check or money orders payable to: Gonzales Main Street

ELECTRICAL: *Each vendor will be provided with one 110V duplex outlet (two plugs) rated at 20 amps. In most cases this will come from on-site power pole please bring extension cords. Each duplex (two plugs) has a rating of 1800 watts total. Power strips are permitted as long 1800 watts is not exceeded. Please check your*

Office Use Only

Booth Fee Paid _____

Cash/Check # _____

Date Received _____



equipment rating. If you require additional electrical a request must be made in advance in writing to the GMS office. A request does not guarantee additional electrical services. Each request will be considered individually.

Gonzales Main Street Events 2015 Food Vendor Rules and Regulations

1. Food vendors will be provided an 12' x 12' booth space.
2. Food vendors must keep all products within rented booth space.
3. Food vendors will not be permitted to smoke in rented booth space.
4. Food vendors will not be permitted to have or drink alcohol within the rented booth space.
5. Food vendors will only be permitted to sell the food items approved by Gonzales Main Street.
6. Trash must be discarded into the designated trash barrels immediately. **All cooking grease and grease produced by cooking must be retained by the vendor and disposed of in proper locations off of the event site or in grease traps if provided. Grease left behind by vendors cause booth fees to increase.**
7. Vendors should be careful to protect all grass/landscaped areas.
8. If electricity is available, vendor must provide their own heavy duty extension cords.
9. Returned checks are subject to a \$35 NSF fee.
10. Food vendors are responsible for collecting/paying Texas State Sales Tax as applicable to their product.
11. Parking/loading space will be provided within the event area.
12. Submission of application does not guarantee acceptance due to limited space.
13. **THERE WILL BE NO RAIN DATES.** If event is cancelled due to weather, no refunds will be given.
14. Gonzales Main Street retains the right to prevent future participation of any food vendor for conduct deemed, in the GMS's sole discretion, unacceptable and/or detrimental to the mission and reputation of Gonzales Main Street and the event.

The food vendor releases Gonzales Main Street and the City of Gonzales from any liability due to breakage, theft, injury, or bodily harm while at the any Gonzales Main Street sponsored event. The vendor also agrees to the rules and regulations of Gonzales Main Street. If any of these rules and regulations are violated, the vendor and all equipment will be escorted from the property immediately, not permitted to sell or setup, and NO refunds will be given.

I have read and understood all the above rules and regulations set forth by Gonzales Main Street, and agree to comply. If I do not comply I understand that I will be escorted from the event, not permitted to sell or setup and no refund will be given.

Food Vendor Signature Date

Gonzales Main Street Representative Date

Office Use Only		
Booth Fee Paid _____	Cash/Check # _____	Date Received _____

**Financial Statement
November 30, 2016
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 10/31/2016				11,334.96
11/03/2016	1966	GBC	Christmas Deco	-49.8
11/17/2016	ATM	Apache Chemical	Happy Fall Y'all	-14.93
11/22/2016	DEP	Deposit	Santa's Market	565.00
11/22/2016	ATM	Deposit	Happy Fall Y'all	45.00
11/23/2016	ATM	Home Depot	Christmas Deco.	-321.71
Balance as of 11/30/2016				<u>11,558.52</u>

**Business Improvement Grant
November 30, 2016**

Date	Num	Description	Category	Amount
Balance as of 10/31/2016				36,354.99
Balance as of 11/30/2016				<u>36,354.99</u>

**Financial Statement
December 31, 2016
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 11/30/2016				11,558.52
12/01/2016	ATM	Running M Bar & Grill	Gift Cert. Judges	-40.00
12/01/2016	ATM	Family Dollar	Garland	-12.99
12/02/2016	ATM	Walmart	Candy Canes	-25.44
12/02/2016	1967	Pride of Texas	Carsouel	-3,500.00
12/05/2016	DE P	Deposit	Santa's Market	320.00
12/05/2016	DEP	Deposit	Carsouel Rides	384.00
12/07/2016	1968	Jump N Fun	Winterfest exp	-200.00
12/14/2016	ATM	Running M Bar & Grill	Gift Cert. Santa	-20.00
12/30/2016	DEP	Dixie Starnes Wegner	Christmas Donatio	2,000.00
Balance as of 12/31/2016				10,464.09

**Business Improvement Grant
December 31, 2016**

Date	Num	Description	Category	Amount
Balance as of 11/3/2016				36,354.99
12/16/2016	255	Brent & Jana Christian	Grant	-15,000.00
Balance as of 12/31/2016				21,354.99