



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, November 21, 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

**BOARD TRAINING**

**APPROVAL OF MINUTES**

1. Approval of October 24, 2017 Minutes

**ITEMS TO BE CONSIDERED**

2. Discuss and Consider Small Business Improvement Grant Application from Floyd & Gindler
3. Discuss and Consider Criteria #1 and #3 of the Texas Main Street Ten Criteria Report.
4. Discuss and Consider any action regarding Promotion Committee
  - a) Winterfest
    1. Gifts to Judges
    2. Volunteer to drive judges around
    3. Sign-up sheet to work
  - c) Small Business Saturday
5. Discuss and Consider any action regarding Christmas/downtown decorations
  - b. Winter Wonderland Window Decorating Contest
6. Discuss and Consider any action regarding Organization Committee
  - a. City Wide Yard Sale
  - b. 30<sup>th</sup> Anniversary of Gonzales Main Street.
7. Discuss and Consider any action regarding Design Committee
8. Discuss and Consider any action regarding Economic Vitality Committee

**STAFF/COMMITTEE REPORTS**

9. Review Program of Work
10. Manager's Report
11. Financial Report
12. Next Regular meeting will be January 23, 2018.

**AJOURN**

I certify that a copy of the November 21, 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 18th day of November 2017 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           , 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.

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Barbara Friedrich, Main Street Administrator

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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, October 24, 2017– 5:30 p.m.**

**MINUTES**

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

Chairman Egon Barthels called the meeting to order at 5:30 p.m. The following members were present constituting a quorum: Egon Barthels, Connie Dolezal, Lisa Kay Brown, John Boothe, Johnnie Edwards and Carlos Camarillo. Members absent: Debbie Toliver, Shellie Van Kirk, John Pirkle, Sherri Schellenberg, and Suzanne Zaitz.

Others present were Mayor Connie Kacir, Barbara Friedrich, Clint Hille, and Genora Young.

**PUBLIC COMMENTS**

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

**BOARD TRAINING**

Tabled to next meeting

**APPROVAL OF MINUTES**

**1. Approval of September 26, 2017 Minutes**

Following discussion, Johnnie Edwards moved to approve the minutes of September 26, 2017. John Boothe seconded the motion. The motion prevailed by unanimous vote.

**ITEMS TO BE CONSIDERED**

**2. Discuss and Consider any action regarding Promotion Committee**

**a) Winterfest - Activities, Parade Apps, Vendor Apps. and Chili & Bean Contest**

Lisa Brown reported on the different activities on that will be happening during Santa's Market. Rotary Club will be doing Breakfast with Santa at the First United Methodist Church at 9:00 am. Applications are distributed for the parade, Santa's Market and Chili & Bean Contest.

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

Sponsorship packets are out.

**c) Small Business Saturday**

Discussion was made to advertise Small Business Saturday on face book.

**3. Discuss and Consider any action regarding Christmas/downtown decorations**

**b. Winter Wonderland Window Decorating Contest**

Barbara Friedrich reported that Shelli had printed out applications for the contest. They had discussed giving prizes of \$250, \$150, and \$100 to first, second and third place winners. Chairman Egon Barthels asked for a motion to approve funding for these prizes.

Following discussion, John Boothe moved to fund up to \$500.00 for prizes for the Winter Wonderland Window Decorating Contest. Lisa Brown seconded the motion. The motion prevailed by unanimous vote.

Connie Dolezal reported that there would be a work day at the St. John Warehouse on Monday, October 30<sup>th</sup> to get the Christmas decorations ready to be put out and we would start decorating the town on November 6<sup>th</sup>.

4. **Discuss and Consider any action regarding Organization Committee**
  - a. **City Wide Yard Sale**

Discussion was made to as when to have the City Wide Yard Sale.  
Following discussion, Johnnie Edwards moved to table the item until the next meeting.  
John Boothe seconded the motion. The motion prevailed by unanimous vote.
5. **Discuss and Consider any action regarding Design Committee**

None
6. **Discuss and Consider any action regarding Economic Vitality Committee**

None

#### **STAFF/COMMITTEE REPORTS**

7. **Review Program of Work**

The Program of work was reviewed. Barbara Friedrich stated that the board needed to start planning for Main Street's 30<sup>th</sup> year anniversary.
8. **Report on Happy Fall Y'all**

Lisa Brown reported that Happy Fall Y'all was fantastic. There was a great turn out and everyone enjoyed themselves.
9. **Manager's Report**

Barbara Friedrich reported that she attended a pre-development meeting for Rocky Dialgo who will be opening a barber shop on St George Street and a pre-development meeting with Lisa Rizer who would be opening "Bells Nifty Thrifty" on St. Andrew Street.  
October 30<sup>th</sup> is Grand Opening of Two Rivers Café at 9 am  
Floyd and Gindler have inquired about a Business Improvement Grant and will be coming before the board next month.  
She is working on the Ten Criteria report for the Texas Main Street Office. This report has to be submitted in order to remain as a Main Street City.  
She will be going to the Texas Downtown Association meeting on November 7 – 10 for her required training as a Main Street Manager.
10. **Financial Report**

Reviewed.
11. **Next Regular meeting will be November 21, 2017.**

#### **AJOURN**

No further matters were discussed. The meeting was adjourned by a motion by John Boothe and seconded by Lisa Brown.

Barbara Friedrich, Recording Secretary

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Egon Barthels, Chairman

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Johnnie Edwards, Secretary

## Criteria #1

### Broad-based support for the commercial district revitalization process from public and private sectors.

*This is one of the foundations of the Main Street Four Point Approach since its inception almost 40 years ago. A thriving and sustainable local Main Street program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other.*

#### Indicators. Self-assessment.

- Our Main Street organization has the active participation of many organizations and individuals who work together for the common goal of making our downtown vital.
- Our partners contribute financial, in-kind, fundraising support and/or volunteer effort.
- Partners may include:

- Local Government (city, county)
- Economic/Community Development
- Education
- Chamber of Commerce and other local non-profits
- Private sector such as property and business owners
- Individuals
- Arts, cultural etc. groups
- Direct stakeholders (business, property owners)

- Industry
- Developers
- Financial community
- Regional groups
- County Historical Commission
- Religious congregations
- Neighborhoods/residents

- Our Main Street program (board, staff) strategically looks for opportunities to make connections between other organizations.
- There is generally a positive view of downtown throughout the community.
- Downtown is generally viewed by business and property owners, and local government as providing an effective return on investment.
- We have long-time volunteers who contribute to our program and stay actively engaged.
- New volunteers join us on a regular basis.
- We have a process for volunteer recruitment, retention, and appreciation. (The process can be informal, as long as there is evidence that the program continually moves forward with volunteer effort.)

**Narrative. Please describe how your program is successful in the areas checked above. This should be done at a board meeting where board and staff provide input for the narrative.** Submit a brief narrative or bullet points of no more than two pages to further explain information requested above. Additional supporting documentation --news articles, flyers, posters etc.—can also be provided in an additional three pages. (five pages total) **SEE ATTACHED**

**11 points total** Evidence of effective partnerships: 5 points Evidence of engaged volunteers: 5 points  
Evidence that broad-based support has had positive impact on the image of downtown: 1 point

*(If there is someone you would like to recommend for a 2017 volunteer spotlight in Main Street Matters, please include that information here. This can be either an individual or a partner organization that has had significant impact on helping the Main Street program achieve its Main Street revitalization mission.*

Name: \_\_\_\_\_

## Criteria #1

### **Broad-based support for the commercial district revitalization process from public and private sectors.**

The City of Gonzales continues to fully fund the program as a department of the City. The Council takes an active part in appointing the Board of Directors of the program. Each year City Council includes \$22,500.00 in the City budget for Christmas Decorations and the Star Spangled Spectacular sponsored by Main Street.

City Council funded \$200,000.00 to replace sidewalks and ADA accessibility in the 700 block of St. Paul Street in front of the Police Department and sidewalks and ADA accessibility in the 400 block of St. George Street.

The City of Gonzales continues their support in the form of assistance by the Parks Department, Street Department and the Utility Department to the Main Street Board in their efforts to decorate the town for Christmas, Main Street Concert Series and other projects the Main Street Board may have

The "Come and Take It Festival, which celebrates the firing of the first shot of the Texas Revolution, is held on the first weekend in October. Sponsored by the Gonzales Chamber of Commerce and Agriculture, this is a three day event which highlights our heritage. The event is held downtown Gonzales in the Main Street Area.

The Gonzales Economic Development Corporation budgets \$75,000.00 per year for the Main Street Business Improvement Grant. This grant is awarded to businesses that are looking to improve the façade of their building. It is an 80/20 match. The monies can also be used for the Utility Relocation Grant. This grant will provide up to \$2,500.00 for the relocation of utility boxes from the front of the building to the back of the building. GEDC has budgeted funds for improvement of the Main Street Area. GEDC is refurbishing the trash cans and benches in the downtown area.

Property owners have continued their support by contributing to the Main Street Program with contributions to events and any projects Main Street may have. Property owners are seeing the effect of maintaining their buildings and have worked with Main Street to keep their buildings updated.

The Lynn Theater has continued to have first run movies, \$1.00 movies during the summer and partner with Main Street at Happy Fall Y'all be showing an outdoor movie.

The Running M Bar and Grill has supported Main Street by contributing meals to the bands during our Concert Series and Star Spangled Spectacular. They have live music on weekends, which help makes downtown lively on Friday and Saturday nights.

Local businesses have contributed to the Sponsorship for the Main Street Concert Series and Star Spangled Spectacular by contributing cash and in-kind services.

Retail businesses have been very supportive in helping Gonzales Main Street Advisory Board promote Gonzales by staying open late for various downtown activities. Main Street can always count on a donation for a silent auction or gift bag to visitors coming to town.

The Gonzales County Historical Commission maintains and operates the Old Jail Museum located in downtown Gonzales. The Commission schedules ghost tours in the Old Jail Museum to bring visitors to Gonzales. They are always willing to partner with Main Street for events and projects.

The Historic Homes Association continues their support by having a Historic Homes tour for the Winterfest activities. Members of the association are always available to give our visitors a driving or walking tour of our historic homes and establishments.

The Master Gardeners have helped with the beautification of the downtown squares.

Keep Gonzales Beautiful sponsors a Jim Price Clean Sweep day in April. Clubs, businesses, organizations and individuals are encouraged to choose one spot in Gonzales to clean that day. The Gonzales Pride Clean-up in October was added to continue to encourage citizens to clean their property.

All Board and Committee Members work to make the Main Street Program a success. Main Street sponsors the Main Street Concert Series, Star Spangled Spectacular, and Lighted Christmas Parade. This year the Board raised over \$30,000.00 to continue to have these events. These events take many hours of planning and event hours.

The Main Street Board continues to provide and administer the Business Improvement Grant to the downtown Main Street Businesses. Since the program began in 2009, the Board has awarded forty-two grants. This is a total reinvestment of \$796451.29 from grant applicants. The grant has made a huge difference in the revitalization of the downtown area.

The Holiday Spirit of Main Street has spread from the downtown-designated area throughout the City. Main Street began the process by promoting the idea of placing lights on the tops of the buildings downtown during the Holiday Season. The City of Gonzales and Gonzales Main Street continue to sponsor the annual Lighted Christmas Parade. Without the board, committee members, and volunteers the Main Street could not accomplish what it has in the past.

The Community has a positive view of downtown. They realize the benefit of having a prosperous downtown and are always willing to help for the betterment of the community. The community has supported the Main Street projects by attending our events and helping out in any way they can.

Business and property owners, and local government view Downtown as providing an effective return on investment. Many of the business and property owners remember when downtown Gonzales was dead. There were hardly any retail shops or restaurants in downtown. We now have one Hotel, one Inn, seven restaurants, many retail shops as well as business locations. The Gonzales Primary School in now located in downtown and Gonzales County have moved into their new offices in the renovated Randle Rather Building. Business owners have invested in our down and are getting a return on their investments

Main Street has long term volunteers that contribute to the program by knowing what the program is about and the activities that Main Street does. These long-term volunteers are able to train the new volunteers who join us a regular basis. Some of the volunteers have been aboard for over five years. Board members recruit the volunteers by asking friends and relatives to help out. Also, our events are a great way to show what we do and how a little bit of your time can help the community. To retain our volunteers we show them respect and ask for their input on our projects as well as time doing things. Every volunteer receives a Thank You Note for a job well done. If the volunteers are setting up for an event, putting up Christmas Decorations, picking up trash, or manning an event, we make sure that refreshments are available.

## Criteria #5

**Active board of directors and committees/project leaders.** *An active board of directors and committees or project leaders are key to the revitalization effort. Regardless of community size, the job is too big for a single Main Street staff member to do on her/his own. The information about your structure collected in this section helps us better understand how your programs are functioning and helps us see trends, patterns, or challenges that may be widespread in our network. We also use this section's information to find best practices that helps us train new managers and volunteers and assist your program overcoming its challenges.*

### **Self-assessment. Indicators.** Add explanation as needed.

- This section was filled out by the Board.
- There is understanding that a Main Street board is a working board, and that success requires active volunteer leadership and engagement.
- The Main Street board meets monthly on a regular schedule, with posted meetings as applicable, and agendas.
- The Main Street Advisory Board meets the 4<sup>th</sup> Tuesday of each month at 5:30 p.m. at City Hall.**  
\_\_\_\_\_ Provide in this section a copy of minutes and a posted agenda for one meeting. – **SEE ATTACHED**
- Meetings generally start and end on time, and the items on the agenda are covered in an orderly fashion.
- The Main Street Advisory Board tries to limit the meetings to 1 hour.**  
In addition to the Board, there are other active volunteers who serve either on particular projects/activities or on committees, if applicable. In other words, there is a broader base of Main Street volunteers in addition to the board.
- \_\_\_\_\_ Provide in this section a sample of minutes or meeting notes in each of the four points. This might be minutes from the Design, Economic Vitality, Promotion and Organization committees; a planning meeting for a specific project, event, etc. **SEE ATTACHED**
- We have a process for volunteer recruitment, retention, and appreciation (also asked under Criteria #1).
- The Board guides the setting of goals and strategies for the program through a planning process, and is active in implementing the program's annual Plan of Work.
- The board reviews the annual Plan of work each year in September. They will add or revise this plan and is approved by October.**  
Board members are aware of their obligations and duties pertaining to their positions.
- Each board member is aware of their obligations and duties pertaining to their positions. The Main Street Advisory Board is a very active board. The board members know that they are required to attend and work each event if at all possible, support the downtown business, attend meetings on a regular basis (if they miss three consecutive meetings they will be removed from the board), and they are to work together as a board for the preservation and revitalization of downtown**
- Stakeholder feedback is solicited and used in the planning process.
- The board visits our businesses downtown to get their input as to how our events affect their business.**
- Board members support staff and are active participants in helping to carry out the projects and activities of the program.
- The Main Street Board supports the Main Street Manager and volunteers to help decorate the town. Board Members and volunteers decorate the town for fall by putting out pumpkins on the utility poles and decorating Market Square which is the main entrance to downtown. They help with decorating for Christmas by having several meetings throughout the year to plan our decorations and how these projects will be funded. All board members and volunteers are at our various events, Concert Series, Star Spangled Spectacular and Winterfest, to help with the setup of the events and tear down of the events. They pick up trash and make sure our downtown is cleaned up after each event.**



There are current bylaws that govern operational aspects of the program.

The program strives to maintain a mix of long-time volunteers, who provide 'institutional memory' with new volunteers, who can bring fresh ideas and energy.

**We have board members that have been with the program for over five years and some members that were just appointed to the board. We ask that board members volunteer at our events before becoming a board member.**

**Contacts.**

Attach a list of board members, with contact information. Make sure contact information for the **Board President** is provided.

**SEE ATTACHED**

**Progress.**

Provide at least one example of a project or activity that was largely volunteer driven.

**Board Participation.**

Check here to indicate that the Board participated in completion of this report. (extra 3 points)

What section(s) did they provide insight for:

**10 points total** Indicators: 2 points

Sample agendas, minutes: 2 points

Contacts: 1 point

Progress paragraph: 2 points **Extra 3 points if the Board participated in the completion of this report.**

**Financial Statement  
October 31, 2017  
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
<b>Balance as of 09/30/2017</b>				<b>10,304.86</b>
10/02/2017	1996	Mid Coast Electric Supply	Winterfest	-421.35
10/02/2017	ATM	ASCAP		-20.00
10/12/2017	1997	George's Art	Happy Fall Y'all	-80.00
10/24/2017	ATM	Sweet B's	Happy Fall Y'all	-30.00
10/24/2017	ATM	HEB	Board Training	-11.68
10/24/2017	ATM	Come & Take It Bar & Grill	Board Training	-54.36
<b>Balance as of 10/31/2017</b>				<b>9,687.47</b>

**Business Improvement Grant  
October 31, 2017**

Date	Num	Description	Category	Amount
<b>Balance as of 09/30/2017</b>				<b>22,872.09</b>
<b>Balance as 10/31/2017</b>				<b>22,872.09</b>