



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, September 27, 2016– 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 August 23, 2016 Minutes

ITEMS TO BE CONSIDERED

2. Discuss and Consider Happy Fall Y'all.
3. Discuss Program of Work for 2017.
4. Discuss and Consider any action regarding Promotion Committee.
 - a) Winterfest
 - b). Concert Series
5. Discuss and Consider any action regarding Christmas 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

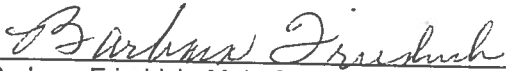
STAFF/COMMITTEE REPORTS

9. Manager's Report
10. Financial Report
11. Next regular meeting will be October 25, 2016 at 5:30 p.m.

AJOURN

I certify that a copy of the September 27, 2016 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 23rd day of September 2016 at 10:45 a.m./p.m. and remained posted continuously for at least 72 hours proceeding the scheduled time of the meeting. I further certify that the above agenda was removed on _____ day of _____, 2016 at _____ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: Gonzales Inquirer, and Gonzales Cannon. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas

Open Meetings Act and subsequent opinions of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.


Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at (830)672-2815 for further information.



MAIN STREET ADVISORY BOARD MEETING
Gonzales Municipal Building
820 St. Joseph Street, Gonzales, Texas
Tuesday, August 23, 2016– 5:30 p.m.

MINUTES

The Gonzales Main Street Advisory Board convened their regular meeting at 5:30 p.m., August 23, 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, Debbie Toliver, Carlos Camarillo, Lisa Kay Brown, Sherri Schellenberg, and John Boothe. Members absent: Johnnie Edwards, John Pirkle, and Shelli Van Kirk. Others present were Barbara Friedrich, David DeMent, Erik McGowan, Connie Kacir 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 July 26, 2016 Minutes

Following discussion, Debbie Toliver moved to approve the minutes of July 26, 2016. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

ITEMS TO BE CONSIDERED

2. Discuss and Consider extension to DeMent and Company LLC Business Improvement Grant

Mr. DeMent requested a six month extension to the Business Improvement Grant that he received for his building at 301 Saint George Street on September 8, 2015. He stated that he had started with the work but before he could finish was put under a court order to stop work for the last eight months.

Following discussion John Boothe moved to approve extending the Business Improvement Grant for DeMent and Company LLC for six months starting August 23, 2016. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

3. Discuss and Consider Brick Paver Fund Raiser

Barbara Friedrich reported that the Gonzales Economic Development Corporation wanted someone to do a brick paver project around the newly installed Flag Pole. This could be a fund raiser for Main Street and ask if this was something the board wanted to pursue.

Following discussion, Connie Dolezal move to approve to look into having a brick paver fundraiser to place bricks around the flag pole. John Boothe seconded the motion. The motion prevailed by unanimous vote.

4. Discuss appointment/reappointments to Main Street Advisory Board

Barbara Friedrich reported that City Council would appoint/reappointment board members to the Main Street Advisory Board at the September 13, 2016 City Council meeting. Members up for reappointment are: Johnnie Edwards, Connie Dolezal, Egon Barthels, John Pirkle, John Boothe, and Lisa Kay Brown. Diane McCaskill submitted a letter of resignation to the Board.

5. Discuss Come & Take Parade application

Barbara Friedrich reported that the Board needed to submit the Come & Take It Parade application by August by August 31st. The board needed to decide what vehicle they were entering. Lisa Kay Brown offered the use of Rob's Hummer.

6. Discuss and Consider any action regarding Promotion Committee.

a) Happy Fall Y'all

Debbie Toliver reported that she spoke with Cliff Anderson at the Lynn Theater and he would partner with Main Street for a movie on the square and would provide the movie. She also spoke of having a costume contest and pet costume contest. Following discussion, Debbie Toliver moved to approve having a Movie on the Square and costume contests on October 22, 2016 for Happy Fall Y'all. Connie Dolezal seconded the motion. The motion prevailed by unanimous vote.

Debbie Toliver reported that the Gonzales Inquirer would like to partner with Main Street for a fall decorating contest. The Inquirer would promote the contest and provide the prizes.

Following discussion, Sherri Schellenberg moved to approve partnering with Gonzales Inquirer for a fall decorating contest. Lisa Brown seconded the motion. The motion prevailed by unanimous vote.

Connie Dolezal reported that they had acquired corn stalks to use to decorate downtown with the Pumpkins that were purchased last year. Del De Los Santos reported that David DeMent would provide a flatbed trailer to help with the decorating. The board agreed to decorate on September 19, 2016 at 8 a.m.

b) Winterfest

It was reported that on Saturday December 3rd there would be Santa's Market, Breakfast with Santa, a Cook-Off and Silent Auction.

c). Concert Series Vendor

Barbara Friedrich reported that she had met with Ellen Ott of American Volkssport Association. Ms. Ott would like to promote a walk during the June 23rd Concert Series. She would like to set up at 5 p.m. to register walkers. Their walk would start at 5 p.m. and end at 7 p.m. Ms. Ott stated that there would be 100's of walkers come for this event.

Following discussion, Lisa Brown moved to have the American Volkssport as part of the June 23rd Concert Series. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

7. Discuss and Consider any action regarding Christmas Decorations

Connie Dolezal reported that Main Street would be receiving \$12,000 from Hotel/Motel tax to purchase Christmas Lights for downtown. The committee had a proposal to purchase 6,000 Twinkle Lights to be placed on the trees on Texas Heroes Square. Following discussion, Debbie Toliver moved to approve the purchase of colored twinkle lights to be placed in the trees on Texas Heroes Square. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

8. **Discuss and Consider any action regarding Organization Committee**
Lisa Brown reported that she will move forward with the carriage rides; will have carousel ride; Jump-N-Fun will have the Snow Globe and will have 2 Characters on the square on Friday night.
9. **Discuss and Consider any action regarding Design Committee**
None
10. **Discuss and Consider any action regarding Economic Vitality Committee**
None

STAFF/COMMITTEE REPORTS

11. **Manager's Report**
Barbara Friedrich reported that City Council had their budget workshop. They had cut the Christmas Decoration line item from \$2,500 to \$1,500. She attended a pre-development committee meeting. Elizabeth Anderson will be renting the Come & Take It Coffee building on Saint Andrew Street. She is working on an article for the Texas Main Street News Letter and working on updating the new website.
Genora Young reported that the GEDC received a SBIG grant from Brie Schauer. She had purchased Donald Rihn's building on St. Joseph Street and will be opening Sweet B's Dessert Boutique.
12. **Financial Report**
Financial Report was reviewed.
13. **Next regular meeting will be September 27, 2016 at 5:30 p.m.**

AJOURN

No further matters were discussed. Meeting was adjourned by motion by John Boothe and seconded by Egon Barthels.

Barbara Friedrich, Recording Secretary

Del De Los Santos, Chairman

John Prikle, Secretary

Barbara Friedrich

From: Genora Young
Sent: Friday, September 16, 2016 5:14 PM
To: Barbara Friedrich; Barbara Friedrich
Subject: FW: [FWD: RE: Goonies Confirmation]

From: cja@theatresupply.net [mailto:cja@theatresupply.net]
Sent: Friday, September 16, 2016 1:55 PM
To: Barbara Friedrich; Genora Young
Subject: [FWD: RE: Goonies Confirmation]

This is the quote on the booking of a movie.

Cliff

----- Original Message -----
Subject: RE: Goonies Confirmation
From: Mike Hasenmueller <mhasenmueller@swankmp.com>
Date: Fri, September 16, 2016 1:39 pm
To: "cja@theatresupply.net" <cja@theatresupply.net>

Hi Cliff,

The licensing fee for Hotel Transylvania 1 is \$325 and Hotel Transylvania 2 is \$375. Please let me know if I can look up any other films for you. Just as a reference, almost all movies for a crowd of less than 200 people will range between \$275 - \$425.

Best,
Mike

Mike Hasenmueller | Team Leader | P:800.876.5577 | F:314.909.0879 | Email: mhasenmueller@swankmp.com
Swank Motion Pictures, Inc. | 10795 Watson Road | St. Louis, MO 63127 | United States of America | www.swank.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.

Please consider the environment before printing this email

From: cja@theatresupply.net [mailto:cja@theatresupply.net]
Sent: Friday, September 16, 2016 1:37 PM
To: Mike Hasenmueller <mhasenmueller@swankmp.com>
Subject: RE: Goonies Confirmation

Hi,

Can I get a quote on Hotel Transylvania as well. They are not comfortable with the price of Monsters Inc.

Thanks Cliff

----- Original Message -----

Subject: RE: Goonies Confirmation

From: Mike Hasenmueller <mhasenmueller@swankmp.com>

Date: Thu, September 15, 2016 2:06 pm

To: "cja@theatresupply.net" <cja@theatresupply.net>

Hi Cliff,

Thank you for the call today. Attached is the form that will need to be completed and returned prior to licensing the event in October. The licensing fee for Monsters Inc. for a crowd of around 200 people is \$325. Please let me know if you have any additional questions right now.

Thanks,
Mike

Mike Hasenmueller | Team Leader | P:800.876.5577 | F:314.909.0879 | Email: mhasenmueller@swankmp.com
Swank Motion Pictures, Inc. | 10795 Watson Road | St. Louis, MO 63127 | United States of America |
www.swank.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.
Please consider the environment before printing this email

From: Rachael Castelaz
Sent: Wednesday, September 14, 2016 12:21 PM
To: Mike Hasenmueller <mhasenmueller@swankmp.com>
Subject: FW: Goonies Confirmation

Rachael Castelaz | Team Leader | P:877.660.7245 | F:314.966.7543 | Email: rcastelaz@swankmp.com
On-Board Movies | 10795 Watson Road | St. Louis, MO 63127 | United States of America |
www.onboardmovies.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.
Please consider the environment before printing this email

From: cja@theatresupply.net [<mailto:cja@theatresupply.net>]
Sent: Wednesday, September 14, 2016 12:17 PM
To: Rachael Castelaz <rcastelaz@swankmp.com>
Subject: RE: Goonies Confirmation

Hi,

I am working with the city of Gonzales on a movie event. We would like to show Monsters Inc. in Mid October. Can you please give me pricing for a single night showing on the square.

Thanks

Anderson

----- Original Message -----

Subject: RE: Goonies Confirmation

From: Rachael Pickerel <rpickerel@swankmp.com>

Date: Fri, October 16, 2015 11:55 am

To: "cja@theatresupply.net" <cja@theatresupply.net>

YOWZA!! That screen is incredible!

Feel free to pass on any pictures with the future events that you do.

Thanks again, Cliff.

Rachael

Rachael Pickerel | Senior Account Executive | P:800.876.5577 | F:314.909.0879 | Email:

rpickerel@swankmp.com

Swank Motion Pictures, Inc. | 10795 Watson Road | St. Louis, MO 63127 | United States of America |

www.swank.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.

Please consider the environment before printing this email

From: cja@theatresupply.net [mailto:cja@theatresupply.net]

Sent: Thursday, October 15, 2015 5:50 PM

To: Rachael Pickerel <rpickerel@swankmp.com>

Subject: RE: Goonies Confirmation

Got it thanks.

Attached are a few pictures from a couple of my events.

Cliff Anderson

----- Original Message -----

Subject: RE: Goonies Confirmation

From: Rachael Pickerel <rpickerel@swankmp.com>

Date: Thu, October 15, 2015 5:14 pm

To: "cja@theatresupply.net" <cja@theatresupply.net>

Thanks, Cliff. You'll get the receipt shortly.

Rachael Pickerel | Senior Account Executive | P:800.876.5577 | F:314.909.0879 | Email: rpickerel@swankmp.com
Swank Motion Pictures, Inc. | 10795 Watson Road | St. Louis, MO 63127 | United States of America | www.swank.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.
Please consider the environment before printing this email

From: cja@theatresupply.net [mailto:cja@theatresupply.net]
Sent: Thursday, October 15, 2015 2:27 PM
To: Rachael Pickerel <rpickerel@swankmp.com>; GANADO@CITYOFGANADO.COM
Subject: RE: Goonies Confirmation

I sent credit card information. Independent Theatre Supply is paying.

Cliff Anderson

----- Original Message -----
Subject: Goonies Confirmation
From: Rachael Pickerel <rpickerel@swankmp.com>
Date: Thu, October 15, 2015 9:12 am
To: "GANADO@CITYOFGANADO.COM"
<GANADO@CITYOFGANADO.COM>
Cc: "CJA@THEATRESUPPLY.NET" <CJA@THEATRESUPPLY.NET>

Hi Clinton,

My name is Rachael, and I handle the licensing here at Swank Motion Pictures. Cliff from Theatre Supply sent over your order form to confirm your movie. You're all set! Here's what to look forward to now that your movie is booked:

- I have sent the **pre-bill** for your movies. I do know that Theatre Supply will be taking care of the bill, so the pre-bill is only for your reference.

- Please let me know the following business day after your intended show date if you have a **rain out** for your event. If that's the case, I will make a note on your account that you have 1 year to reshow the same movie at no additional licensing fee.

- You are licensed to show the movie to **under 200** people, and for a **free** event.

- You will receive an **order confirmation** the following business day after the movie is booked. This will serve as your license.

Please visit the link below to access free **promotional materials** to start advertising!
<http://parks.swankmp.com/my-account>

account number: 332481-1 password: MOVIES

Good luck with the show and please don't hesitate if there's anything else I can do for you! I look forward to hearing how it goes ☺

Rachael Pickerel | Account Executive | P:800.876.5577 |
F:314.909.0879 | Email: rpickerel@swankmp.com
Swank Motion Pictures, Inc. | 10795 Watson Road | St. Louis,
MO 63127 | United States of America | www.swank.com

This email and any attachments are the property of Swank Motion Pictures, Inc. and are intended solely for the use of the email recipient or entity to whom the email is addressed. Emails are not to be distributed to other parties without the express written permission of the original sender. If you are not the intended recipient of this email, please delete this message. Any other use, retention, or dissemination is strictly prohibited.
Please consider the environment before printing this email

GONZALES MAIN STREET

2016 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 2016 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	Organization/Promotion Committee		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		September		
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 2016		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service	Lisa Kay Brown Organization Committee		August 2016		

Promotion Committee 2016 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	Egon Barthels and Debbie Toliver Promotion Committee		On-Going		
Christmas Decorations	-Plan for decorations on Texas Heroes Square -Order early to get discounted prices. -Get prices -Christmas Window Dressing.	Connie Dolezal, Del De Los Santos and Diane McCaskill		On-Going		
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	May 2016		

Design Committee 2015 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Add signage for downtown restrooms	-Design Signage - -- -Get price quote - Approach Tourism Committee for funding					
Themed Downtown	-Signage -Colors -Flowers in planters	Del De Los Santos Connie Dolezal Susan Weber				
Christmas Decorations	-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 Del De Los Santos Lisa Kay Brown Diane McCaskill	\$	On-Going		
Sandwich Sign	Refurbish Sandwich Sign Design posters to be placed as signage.	Del De Los Santos Barbara Friedrich				
Focus on renovations of buildings.	-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		On-Going		

Economic Restructuring Committee 2016 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	Barbara Friedrich				
Merchant Training	-Partner with SBDC for Training -Semi-Annual event--Set Time, date, and place					
Better Relationship with Businesses	-Visit each business on Main Street monthly -Explain incentives Main Street has to offer	Barbara Friedrich/Board	Free	On-going		
Recruit downtown businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Genora Young	Free	On-going		
Plan to visit successful downtowns to gather info that may benefit Gonzales	-Plan trip in Spring -Plan trip in summer -Encourage participation of all Board and Committees			April 2015	Not Accomplished	
Maintain property/ Business inventory	Keep list of properties available for rent or purchase and make available to public	Barbara Friedrich		On-going		

Organization Committee

- Plans and conducts annual fundraising activities for the Main Street Program and ensures that adequate funding is in place at all times.
- Organizes and conducts annual nomination program for Advisory Board.
- When applicable, organizes and conducts annual membership drive.
- Helps the Design, Promotion and Economic Restructuring Committees recruit new members.
- Promotes the development of a strong volunteer network within the Main Street Program.
- Encourages leadership development within the Main Street Program.
- Works with the Advisory Board to orient new Board and committee members to the Main Street Program's goals, activities, policies and procedures.

Possible Organization Committee activity include:

- Fundraising
- Newsletter design and development
- Communication workshops with all committees
- Program audit
- Grant writing
- Public relations, publicity
- Setting up special assessment districts (with ER committees)
- Working with volunteers
- Recruiting volunteers
- Main Street Orientation Packet
- Main Street Board and Committee Packet
- Strategic Planning
- Political Skills Building
- Leadership/Team Building Workshop
- Crime Workshop
- Hospitality workshop

Promotion Committee

- Directs retail promotional activity, traffic-building activity and image improvement activity for the downtown or established liaisons and develops joint promotional strategies with existing organizations active in one or more of these areas.
- Assumes primary responsibility for defining the marketable image of the downtown and ensures continuity of that marketable image in all downtown promotional programs.
- Monitors community and consumer perceptions of the downtown and seeks to reverse negative attitudes and build on positive ones.
- Allocates funds for promotional activities in accordance with the Main Street Program's total annual work and budget.
- Works toward building new sources of promotional funding for a portion of the Main Street Program's overall annual promotional budget.
- Builds a strong network of volunteers to participate in implementation of promotional programs and establishes good working relationships with community organizations, charities, school clubs and other groups who might participate in promotional programs.
- Works with the Economic Restructuring Committee to monitor changes in the downtown's market and adjusts the promotional plan accordingly, always building on the downtown's assets, to increase the downtown's market share.
- Establishes a sound working relationship with local and regional media.
- Monitors the effectiveness of promotional programs on an on-going basis.

Possible Promotion Committee activities include:

- Unified retail promotions
- Special events development and management
- Graphics/logo development
- Downtown and the Arts
- Media marketing
- Annual Promotion Calendar
- Assessment of current promotions

Design Committee

- Directs design improvement activity with regard to building maintenance and rehabilitation, historic preservation, new construction, public and private signs, graphic material, public improvements, visual merchandising, traffic and parking.
- Works with the Promotion Committee to ensure a consistent, high-quality graphic image in signs, advertisement and other graphic material associated with the Main Street Program.
- Establishes a sound relationship with local design and construction professions, sharing technical information on historic preservation, rehabilitation and maintenance of historic commercial buildings.
- Promotes awareness of downtown design and historic preservation issues throughout the community.
- Monitors design changes throughout the downtown.
- Works with the Economic Restructuring Committee to plan, implement and administer appropriate incentives to encourage design improvements and property development activity.
- Allocates funds for design improvement activities in accordance with the Main Street Program's overall annual work plan and budget.
- Monitors local ordinances and other applicable regulations affecting design issues and works towards developing a supportive regulatory environment for downtown revitalization activity.
- Establishes a sound relationship with the Texas Historical Commission and other state and regional agencies that provide assistance in areas related to downtown design improvements through historic preservation.
- Conducts and maintains a thorough inventory of downtown properties.

Possible Design Committee activities include:

- Building maintenance workshops
- Preservation economics
- Visual merchandising
- Design charettes
- ADA workshops
- Sign control/ordinance

- Image definition and enhancement
- Retail promotions development
- Crime and safety: Promoting a positive image
- Marketing plan development
- Liability issues
- Promotion sponsorships
- Building positive media relationships
- Advertising
- Tourism development
- New business promotion

Economic Restructuring Committee

- Works to strengthen existing downtown business and, eventually, to recruit additional businesses through such programs as the development of business assistance teams, sponsorship of business seminars, identification of downtown market opportunities and dissemination of relevant information to existing and potential businesses, development of promotional literature describing the downtown business environment and development of incentive programs to stimulate business growth.
- Monitors changes in the local market on an on-going basis, assesses the downtown's market share within the community and the region, measures the involvement of various market groups in downtown commerce, monitors sales leakage or surplus and assesses the downtown's mix of retail, commercial, residential, recreational and civic space.
- Directs activity related to downtown commercial and real estate development.
- Works with the Design Committee to plan and implement appropriate incentives to encourage design improvements and property development activity.
- Works with the Promotion Committee to monitor and adjust the downtown potential plan to increase downtown's market share.
- Establishes a sound relationship with the local and regional financial institutions, business assistance organizations and other businesses and agencies that provide assistance in areas related to downtown economic development.
- Conducts and maintains a comprehensive inventory of downtown businesses.
- Allocates funds for downtown economic development activity in accordance with the Main Street Program's overall annual budget and work plan.
- Becomes familiar with city, county and regional economic development strategies and coordinates projects when possible, using economic development programs already in place and investigating the creation of new programs when appropriate.
- Promotes downtown as a good place for commercial real estate development activity.

- Streetscapes
- Public improvements
- Landscape ordinances
- Theater reuses
- National Register District nomination
- Architectural or engineering services
- Working with contractors
- Interior design
- Growth Management
- Downtown housing
- Zoning, building and fire codes
- Infill construction
- Ordinance and process review
- Paint and color
- Design guidelines
- Historic survey
- Building survey
- Design incentives—grants/loans
- Design by public process

END
D WORK

Public Restrooms









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

Date	Num	Description	Category	Amount
Balance as of 07/31/2016				1,569.10
06/23/2016	1920	CH Graphics T-Shirts	CK Void	1258.07
08/03/2016	1961	Texas Thunder Radio	Advertising	-500.00
08/15/2016	DEP	Deposit	Advertising Reimb	10,000.00
08/19/2016	ATM	CH Graphics T-Shirts	Concert Series	-1,258.07
Balance as of 08/31/2016				<u>11,069.10</u>

Business Improvement Grant
August 31, 2016

Date	Num	Description	Category	Amount
Balance as of 07/31/2016				4,125.70
08/10/2016	ACH	Harland Clarke Chk Order		-24.77
Balance as of 08/31/2016				<u>4,100.93</u>