



**MAIN STREET ADVISORY BOARD MEETING  
AGENDA**

**Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, February 25, 2014 – 5:15 p.m.**

1. Call to Order.
2. Public Comments.
3. Discuss and Consider Downtown Alley Entrance Beautification Project.
4. Approve minutes for January 28, 2014 and February 11, 2014..
5. Review Treasurer's report for January 2014.
6. Board Orientation.
7. Discuss and Consider Program of Work.
8. Discuss and Consider Budget for FYE 2014.
9. Committee Reports.
  - a. Promotion Committee.
    1. Discussion and any action regarding Concert Series and Star Spangled Spectacular.
  - b. Christmas Decoration Committee
    1. Discussion and any action regarding Christmas Decorations.
  - c. Organization Committee.
    1. Discussion and any action for Organization Committee.
  - d. Design Committee.
    1. Discussion and any action for Design Committee.
  - e. Economic Restructuring Committee.
    1. Discussion and any action for Economic Restructuring Committee.
10. Manager's Report.
11. Board Comments.
12. Next meeting will be March 25, 2014 at 5:15 p.m.
13. Adjourn.

I certify that a copy of the February, 2014 agenda of items to be considered by the Gonzales Main Street Advisory Board was posted on the City Municipal Building bulletin board on the 21<sup>st</sup> day of February, 2014, at 1:30 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 \_\_\_\_\_, 2014 at \_\_\_\_\_ am/pm. I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, Gonzales Inquirer, and Gonzales cannon.

Barbara Friedrich  
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.



TOURIST DESTINATION  
AS THE RESULT OF  
HISTORIC PRESERVATION





## Barbara Friedrich

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**From:** Andy Rodriguez <rbs@gvec.net>  
**Sent:** Wednesday, February 12, 2014 11:52 AM  
**To:** Barbara Friedrich  
**Cc:** Cindy; David DeMent  
**Subject:** Main Street Alley Sign  
**Attachments:** Gonzales Main Street Grant Project - Alley Sign.jpg

Barbara,

Thank you for coming over to help visualize signage for the alley on St. George street. I think we agreed the red brick would be a little unsightly when the new façade was finished at Personal Impressions. Further, I thought David Dement showed his willingness to participate in downtown and Main Street projects when he agreed to consider placing a sign on his building.

Attached, is a rendition of the sign we discussed to use as an example, ONLY! Just to design a quick sign to show the concept, I used the old St. George street photo you shared, the Gonzales Main Street logo and part of the Gonzales Main Street vision statement. Obviously, I would defer to the wishes of the Main Street board for the sign elements, since this would be advertising for Main Street, not Personal Impressions.

The neat part about this sign is that it wouldn't take away from the building's construction originality because it would simply screw to the wall and could be removed at any time with no damage to the structure. And, it could be changed periodically to accommodate new thoughts and ideas of Main Street. The old painted signs of the past caused a problem because the paint would eventually peel and it wasn't easy to remove or change, so this would be a good replacement idea.

Before we get too deep into the elements, substrates, size, color, etc., of the sign and who pays, etc. Maybe you could show the idea to your board to get a feel for their interest in the idea? As you mentioned, this could be an idea we could use in other alley entrances in town to cover the unkempt, disheveled perception of downtown alley entrances. If your board has a positive reaction, I hope a committee would form to guide the idea to fruition. If the reaction is negative...let's scrap it before we expend anymore time or energy.

BTW, sign ordinance variances should be discussed if your board likes the concept. The sign ordinance is a guideline...not an absolute.

Let me know what you think!

Andy Rodriguez



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348 St. George Street  
Gonzales, TX 78629**



## **MAIN STREET ADVISORY BOARD MEETING**

**Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Monday, January 28, 2014 – 5:15 p.m.**

### **MINUTES**

**On the 28<sup>th</sup> day of January 2014, at 5:15:00 p.m. the Gonzales Main Street Advisory Board convened in a Regular Meeting at the Gonzales Municipal Building, 820 St. Joseph, Gonzales, Texas.**

**The following members were present constituting a quorum.**

**Del De Los Santos, Connie Dolezal, Debbie Toliver, Melissa Taylor, Kacey Lindemann Butler, Egon Barthels, Carlos Camarillo, Diane McCaskill, Lisa Kay Brown, and Sherri Schellenberg**

**Absent: Susan Weber and George Wilhelm**

**Others: Barbara Friedrich, Tim Patek, Cindy and Andy Rodriguez, and Jeff Coleman.**

**1. Call to Order.**

Chairman De Los Santos called the meeting to order at 5:15 p.m.

**2. Welcome to new Main Street Board Members.**

Barbara Friedrich welcomed the new board members; everyone introduced themselves to the board.

**3. Public Comments.**

Connie Dolezal spoke about the Winterfest activities. She commented that she would like to see more of what Cuero was doing and move the Christmas Parade to the Thanksgiving weekend.

**4. Discuss and Consider Business Improvement Grant Applications.**

The Board considered a Business Improvement Grant Application from Hotel Alcalde. The grant application was originally approved on July 30, 2013 for an amount of \$10,000.00. Jeff Coleman with Hotel Alcalde requested that the amount be increased to \$15,000.00 due to Gonzales Economic Development Corporation approving to increase the grant application to \$15,000.00. Barbara Friedrich reported that President Nathan Neuse of GEDC had sent an e-mail stating that since work had not begun, he felt that this would be correct and it was up to the Main Street Board to decide if this could be changed. Kacey Lindemann Butler stated that the approved application gave the grantee 60 days to begin work. She would like to see a new application for the \$15,000.00 be submitted.

Following discussion, Kacey Lindemann Butler moved to approve funding a Business Development Grant up to \$15,000.00 to Hotel Alcalde pending a current signed application. Melissa Taylor seconded the motion. The motion prevailed by unanimous vote.

The Board considered a Business Improvement Grant Application from Personal Impressions. Andy Rodriguez of Personal Impressions stated that the application would be to replace the windows, awning, and repainting the façade of the building. It was noted that the total amount of bid was incorrect.

Connie Dolezal moved to approve funding a Business Development Grant to Personal Impressions pending a corrected bid from DeMent and Company. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

The Board reviewed the Business Development Grant Application from Pat Ford. Barbara Friedrich reported that Steve Petty was unable to attend the meeting. The application is to remove the fake façade of the building back to its original design, replacing windows, doors, and repainting the building.

Following discussion, Egon Barthels moved to approve funding a Business Development Grant to Pat Ford for the renovation of his building at 401 St. George Street. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**5. Discuss and Consider Utility Relocation Grant Application.**

Pat Ford submitted a Utility Relocation Grant Application to the Board. This application would fund \$2,500.00 to remove the utility boxes on the side of their building.

Following discussion, Connie Dolezal moved to approve funding the Utility Relocation Grant Application. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**6. Approve minutes for December 2, 2013.**

Following discussion, Kacey Lindemann Butler moved to approve the minutes of December 2, 2013. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**7. Review Treasurer's report for December 2013**

The board reviewed the Treasurer's report for December 2013.

**8. Discuss and Consider Program of Work for 2014.**

Main Street Administrator requested that this item be tabled to the next meeting.

Egon Barthels moved to table item #8 until the next meeting. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**9. Discuss and Consider purchase of Christmas Decorations while they are on sale.**

Connie Dolezal reported that the Christmas Decoration Committee would like to purchase decorations now, so we could take advantage of sales that are going on.

Following discussion, Kacey Lindemann Butler moved to approve purchasing Christmas Decorations while they are on sale. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**10. Committee Reports.**

**a. Promotion Committee.**

**1. Discussion and any action regarding Concert Series and Star Spangled Spectacular.**

Egon Barthels reported that we had a good start on getting the bands for this year. Two have been booked. Should be finalized by April 1<sup>st</sup>. Sponsorships were discussed. Sponsors that have come on board are Gonzales Cannon, KCTI, and Thunder Radio. Egon spoke of the July 4<sup>th</sup> activities and suggested that maybe we have an Independence Day Parade. Would like to turn the stage around to make it 20x24; the modifications to do this would cost about \$200.00. Mr. B Fireworks has presented three proposals for the fireworks display costing \$14,000.00, \$12,500.00 or \$10,000.00.

Following discussion, Connie Dolezal moved to approve spending \$12,500.00 for the fireworks display. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**2. Organization Committee.**

**1. Discussion and any action for Organization Committee.**

None

**b. Design Committee.**

**1. Discussion and any action for Design Committee.**

Melissa Taylor discussed creating a marketing plan along with the promotion committee for poster and rack card design as well as design and updates to the website. Aiming for poster and rack card design to be done by early March and printed by the beginning of April. If for some reason, bands are not set, then print a teaser flyer advertising the Main Street Concert Series until the main poster is done.

**c. Economic Restructuring Committee.**

**1. Discussion and any action for Economic Restructuring Committee.**

None

**11. Board Orientation**

Barbara Friedrich requested that this be tabled until the next meeting.

Connie Dolezal moved to table item #11 to the next meeting. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**12. Election of Officers**

**a. Chairman**

Connie Dolezal moved to appoint Del De Los Santos as Chairman of the Advisory Board. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**b. Vice Chairman**

Debbie Toliver moved to appoint Egon Barthels as Vice-Chairman to the Advisory Board. Kacey Lindemann Butler seconded the motion. The motion prevailed by unanimous vote.

**c. Secretary**

Kacey Lindemann Butler moved to appoint Melissa Taylor as Secretary to the Advisory Board. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**d. Treasurer**

Kacey Lindemann Butler moved to appoint Connie Dolezal as Treasurer to the Advisory Board. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**13. Manager's Report.**

Written report was submitted.

**14. Next meeting will be February 25, 2014 at 5:15 p.m.**

**15. No further matters were discussed. Meeting was adjourned by motion by Connie Dolezal and seconded by Sherri Schellenberg.**

Barbara Friedrich, Recording Secretary

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Del De Los Santos, Chairman

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Melissa Taylor, Secretary



**MAIN STREET ADVISORY BOARD MEETING  
Special Called Meeting  
Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, February 11, 2014 – 12:00 p.m.**

**MINUTES**

On the 11th day of February 2014, at 12:06 p.m. the Gonzales Main Street Advisory Board convened in a Regular Meeting at the Gonzales Municipal Building, 820 St. Joseph, Gonzales, Texas.

The following members were present constituting a quorum.

**Del De Los Santos, Connie Dolezal, Melisa Taylor, Carlos Camarillo, Diane McCaskill, Lisa Kay Brown, Susan Weber and Sherri Schellenberg**

**Absent: Debbie Toliver, Kacey Lindemann Butler, Egon Barthels and George Wilhelm**

**Others: Barbara Friedrich.**

**1. Call to Order.**

Chairman Del De Los Santos called the meeting to order at 12:06 p.m.

**2. Discuss and Consider Business Development Grant Application from Come & Take It Properties, LLC.**

Barbara Friedrich presented the Business Development Grant Application from Come & Take It Properties, LLC. This application was tabled at the August 27<sup>th</sup> board meeting awaiting the funding from Gonzales Economic Development Corporation.

Following discussion, Connie Dolezal moved to approve funding up to \$15,000.00 to Come & Take It Properties, LLC. Diane McCaskill seconded the motion. The motion prevailed in an unanimous vote.

**3. Adjourn.**

No Further matters were discussed. The meeting was adjourned by motion by Susan Weber and seconded by Carlos Camarillo.

Barbara Friedrich, Recording Secretary

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Del De Los Santos, Chairman

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Melissa Taylor, Secretary



**Financial Statement**  
**January 31, 2014**  
**Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 12/31/2013				21,944.46
01/09/2014	1859	State Comptroller	Sales Tax	-18.14
01/28/2014	1860	Wal Mart	Supplies	-45.85
Balance as of 01/31/2014				<u>21,880.47</u>

**Small Business Improvement Grant**  
**January 31, 2014**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 12/31/2013				52,392.30
12/31/2013	1025			-10,000.00
Balance as of 01/31/2014				<u>42,392.30</u>

## 01/01/2014 through 01/31/2014

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Date	Account	Num	Description	Memo	Category	Tag	Clr	Amount
<b>BALANCE 12/31/2013</b>								<b>21,944.46</b>
01/09/2014	Gonzales M...	1859	State Compt...	Sales Tax	Sales Tax exp.		R	-18.14
01/28/2014	Gonzales M...	1860	Wal Mart	Supplies	Supplies			-45.85
<b>01/01/2014 - 01/31/2014</b>								<b>-63.99</b>
<b>BALANCE 01/31/2014</b>								<b>21,880.47</b>
					<b>TOTAL INFLOWS</b>			<b>0.00</b>
					<b>TOTAL OUTFLOWS</b>			<b>-63.99</b>
					<b>NET TOTAL</b>			<b>-63.99</b>

# **GONZALES MAIN STREET 2014 WORK PLAN**

## **Vision Statement**

It is our vision that the central business district will be a striving center of commerce and a tourist destination as the result of historic preservation.

## **Mission Statement**

To identify and promote all economic and community opportunities through preservation and the four point approach to Main Street; Organization, Design, Economic Restructuring and Promotions in order to provide a more desirable and profitable central business district.

## Organization Committee 2014 Projects

<b>PROGRAM GOAL</b>	<b>ACTION ITEM</b>	<b>RESPONSIBLE PARTY</b>	<b>ESTIMATE D COST</b>	<b>TIMELINE</b>	<b>STATUS</b>	<b>MEASUREMENT OF SUCCESS</b>
Keep public informed of Main Street Activities	Monthly news article in the Gonzales Cannon "Main Street Happenings" Monthly talk show in KCTI Radio Station	Barbara Friedrich	Free	Monthly		
Special events to bring people downtown.	-Market Days -Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade		\$35,000.00	On-Going		
Host Regional Board Training	-Set up date & time with Texas Main Street -Obtain place for training -Invite other Main Street Cities -Refreshments	Barbara Friedrich/Sarah Rivera	\$200.00	February 2014		
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops	Board		On-going		
National Preservation Month	-Proclamation -Newspaper article -Hold a photo Trivia Contest	Barbara Friedrich	Free	May 2014		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service		\$500.00			

## Promotion Committee 2014 Projects

<b>PROGRAM GOAL</b>	<b>ACTION ITEM</b>	<b>RESPONSIBLE PARTY</b>	<b>ESTIMATED COST</b>	<b>TIMELINE</b>	<b>STATUS</b>	<b>MEASUREMENT OF SUCCESS</b>
Promote downtown as shopping and dining destination	-Promote Shop Gonzales on web site and face book -Photo Ops					
Special events to bring people downtown.	-Market Days -Concert Series -Star Spangled Spectacular -Happy Fall Ya'll -Christmas Parade		\$35,000.00	On-Going		
Christmas Decorations	-Plan for decorations on Texas Heroes Square -Order early to get discounted prices. -Get prices	Connie Dolezal	\$7,500.00	January 2014		
Main Street Pride Challenge	-Encourage business owners to clean windows and sidewalks -Window Displays -keep trash off sidewalks -Main Street Pride Challenge Winner of the month					
National Preservation Month	-Proclamation -Newspaper article	Barbara Friedrich	Free	May 2014		



## Design Committee 2014 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATED COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
Add directional signage (way finding) downtown	-Contact TxDot regarding rules for signs - Select other signage locations not on TxDot Hwy. -Explore funding for these signs – partnership with Tourism Committee -Design of Sign	Barbara Friedrich Melissa Taylor	Unknown	On-Going		
Themed Downtown	-Signage -Colors -Flowers in planters					
Christmas Decorations	-Carry out design plan. -Focus on Confederate Square -Request funding from Tourism/City Council -Coordinate with Utility and Parks Department to put up decorations	Connie Dolezal Del De Los Santos Susan Weber Nancy Logan Marilyn Qualls	\$7,500.00	On-Going		
Focus on empty buildings downtown	-Place printed posters about History of Gonzales in Windows. -Obtain permission from building owners -Obtain cost of printing posters			On-going		

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	\$87,500.00	On-Going		
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## Economic Restructuring Committee 2014 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			January 2014		
Merchant Training	-Partner with SBDC for Training -Semi-Annual event--Set Time, date, and place			January 2014		
Better Relationship with Businesses	-Visit each business on Main Street monthly -Explain incentives Main Street has to offer			On-going		
Recruit downtown businesses	-Work with ED director to add restaurants and entertainment to downtown area.	Barbara Friedrich/Carolyn Gibson		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 2014 August 2014		
Maintain property/ Business inventory	Keep list of properties available for rent or purchase and make available to public	Barbara Friedrich		On-going		

**GONZALES MAIN STREET ADVISORY BOARD**  
**Budget FYE 2013**

Category Description	Budget FYE 2013		Actual 01/01/2013 12/31/2013		FYE 2014 Proposed Budget
<b>INCOME</b>					
Donations	2,000.00		6,150.00		3,500.00
Fundraisers	1,000.00		0.00		1,000.00
Happy Fall Ya'll	0.00		10.00		0.00
Incentive Grant Fund Receipts	50,000.00		46,536.00		50,000.00
Santa's Market	1,000.00		435.00		1,000.00
Summer Concert Series	31,400.00		27,676.00		30,000.00
Winterfest (Christmas Decoroatio	1,000.00		1,623.00		1,000.00
<b>TOTAL INCOME</b>	<b>86,400.00</b>		<b>82,430.00</b>		<b>86,500.00</b>

<b>EXPENDITURES</b>					
Advertising	500.00		0.00		0.00
25th Anniversary	628.00		0.00		0.00
Banners	0.00		58.00		0.00
Board Training	200.00		0.00		200.00
Business Mixer	100.00		0.00		100.00
Beautification	5,622.00		6,271.69		0.00
Christmas Decorations	0.00		0.00		1,000.00
Downtown Project	0.00		0.00		3,500.00
Gifts	200.00		0.00		0.00
Happy Fall Ya'll	0.00		240.92		250.00
Incentive Grant	50,000.00		46,536.00		50,000.00
Lighting Project (Confederate sq)	0.00		0.00		2,000.00
Postage	100.00		0.00		0.00
Preservation Week	50.00		0.00		0.00
Supplies	200.00		0.00		200.00
Promotional	100.00		0.00		0.00
Summer Concert Series	27,300.00		22,025.05		28,500.00
Volunteer Appreciation	0.00		0.00		500.00
Webb Design	0.00		759.22		800.00
Winterfest	1,000.00		1,192.61		500.00
Legal Prof Fees	300.00		223.52		250.00
Sales Tax	100.00		25.94		100.00
<b>TOTAL BUSINESS EXPENSES</b>	<b>86,400.00</b>		<b>77,332.95</b>		<b>87,900.00</b>

Business Development Grant Program	47,392.30
Beautification Account	0.00
Main Street Regular Account	21,944.46
<b>Fund Balance As of 12/31/2013</b>	<b>69,336.76</b>

**Main Street Manager  
February 2014**

<b>Project</b>	<b>Action</b>
Downtown Visitation .	Visited with Story Jewelers, Personal Impressions, and Country Collectable. Took pictures of the progress of work on the building at 401 St. George Street.
Main Street Professional Training	Attended Main Street Professional Training in Seguin January 29, 30 & 31st. Over 60 Main Street Managers met for an intensive training. We met at the historic Texas Theatre, which has been fully restored and is a great building. Had classes on Health Issues for Downtown, Reducing Street while self-administering a Texas Capital Fund Main Street Grant, Creating "White Boxes" Retail space, Manage and Market the Downtown Property Inventory, Turning a Hotel back into a Hotel, Texas Travel Industry Association Tourism College, Successful events in Seguin, Panel discussion on great challenges and best practices, Media Promotions, and three of Seguin's businesses told of their success and challenges. We also shopped downtown Seguin, visited the restaurants and had a great time.
Façade Grant	Working with Ken Morrow for a grant application of two of his downtown buildings. Received the Main Street architects renderings this past week. Ken will be submitting an application on both buildings. Talked with Joan Walshak about the Business Development Grant for her building on St. James Street.
Tourism Committee	Tourism Committee met on February 13th. They approved to recommend to City Council to funding \$6,000.00 to DVS Productions for the PBR Rodeo. Will be taking a drive to locate potential billboards for promoting Gonzales on February 25th.
Attended Following local meetings & events City Council Tourism Committee Meeting	
Upcoming Events: March 3 - City Council - 6:00 p.m. March 13 - Tourism Committee - 12:30 p.m. March 24 - GEDC Meeting - 6:00 p.m. March 25 - Main Street Board Meeting - 5:15 p.m.	



*Texas' eclectic blend of personalities, colorful regions and varied landscapes, brings an array of spring and summer festivals that are as diverse as the people who live here. From Brownsville to Wichita Falls, cities and towns across the state will hold festivals to celebrate everything from cheeseburgers to crawfish, go karts to classic cars, and hobos to charros. Here is a list of some of the spectacular festivals staged around Texas from February through August.*

*Please keep in mind that schedules may change, so check the dates and times before you leave home. Have fun!*

### **Baytown: July 4th Celebration**

**July 3-4**

Baytown beckons visitors to its annual Fourth of July parade, featuring local dance groups, festive floats, and classic cars. Enjoy tasty treats, arts and crafts, and a children's amusement area with inflatable moonwalks, a petting zoo, and fish pond. The Baytown celebration will end with a bang with a showy fireworks display.

(281-420-6597; [www.baytown.org](http://www.baytown.org))

### **Brownsville: 77th Annual Charro Days Fiesta**

**February 23 – March 2**

The Charro Days Fiesta celebrates their 77<sup>th</sup> Anniversary this year with the same dedication to bi-national friendship and respect for rich cultural traditions that captivated Brownsville in the late 1930's. From the very first celebration, Brownsville residents and visitors dressed in the traditional costumes of Mexico and honored the Mexican cowboys - the Charros - who were heroes of the borderlands. Three colorful parades, mariachi bands, live music, food booths, and carnival rides await you. (956-542-4245; [www.charrodaysfiesta.com](http://www.charrodaysfiesta.com))

### **Dickinson: 5th Annual Red, White, and Bayou Crawfish and Texas Music Festival**

**May 17**

The City of Dickinson hosts the annual Red, White, and Bayou Crawfish Festival to raise funds for non-profit agencies and organizations that have a positive impact on the local community. The 2014 festival will feature activities for all ages with musical entertainment, succulent crawfish, crawfish races, the popular Vendor Row, and children's activities. ([www.redwhiteandbayou.com](http://www.redwhiteandbayou.com))

### **Driftwood: Old Settler's Music Festival**

**April 10-13**

Get your taxes done early, and come to Driftwood for great music - from bluegrass to blues to Americana and folk from an eclectic batch of national, regional, local and new artists. Camp, jam, participate in performance workshops, youth competitions, and kids' activities, all surrounded by beautiful Onion Creek in Driftwood. ([oldsettlersmusicfest.org](http://oldsettlersmusicfest.org))

### **Elgin: Music Series**

**May 2, 16, and 30**

The Friends of Elgin Parks sponsors the Music in the Park Series at Veterans' Memorial Park. These events, based on the style of house concerts, will feature up and coming musicians from the Austin area. Bring your own beverages, snacks, blankets, and lawn chairs. Buy food and drink - they're sold to cover the costs of these free concerts! ([www.elgintx.com](http://www.elgintx.com))

### **Elgin: People's Patriotic Fourth of July Parade**

**July 4**

You're in for a show at Elgin's annual summertime rite of passage. Push, Pedal, Pull and Pets is the theme of this year's Fourth of July parade, a fun event for children, pooches, adults, seniors and veterans. Everyone is invited to walk down historic Main Street from City Hall to the Veterans' Memorial Park to celebrate our nation's freedom. (512-281-5724; [www.elgintx.com/annualevents.asp](http://www.elgintx.com/annualevents.asp))

### **Eules: Arbor Daze**

**April 26-27**

Get your own free tree to plant when you come to the international award-winning Arbor Daze family festival in Eules. The two-day event offers live music, entertainment, arts and crafts, children's activities in the Kidz Zone, a business expo, food and more. ([www.ArborDaze.org](http://www.ArborDaze.org))

### **Farmers Branch: Liberty Fest**

**May 24**

This one-of-a-kind Memorial Day weekend celebration pays tribute to our country, and the dedicated men and women who've served it. Liberty Fest blends live music, artisan jewelry and art, children's activities, burgers, and brew. ([www.fblibertyfest.com](http://www.fblibertyfest.com))

### **Fredericksburg: Hill Country Film Festival**

**May 1-4**

Raw talent meets raw beauty at this three-day independent film festival in the picturesque hill country. Created to celebrate and showcase filmmakers from Texas and around the world, the festival will screen both short and feature-length films, host filmmaker interviews, discussion panels, and parties. (<http://www.hillcountryff.com>)

## Fun Facts

Kirby was once dubbed the "Hobo Capital of Texas" due to the large number of "hobos" who lived under the railway bridge outside of town. While the moniker faded, the city pays homage to a piece of its distant past with its annual May Hobo Festival.

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A proclamation of the 80th Texas Legislature bestowed the designation of "Cheeseburger Capital of Texas" on the Parmer County city of Friona in 2007. Legend has it the cheeseburger was officially created in the 1920s in Pasadena, California, when teenage short-order cook Lionel Sterberger experimentally slapped a slice of cheese on his hamburger.

## It's a balancing act. TML can help!

Required training for treasurers,  
CFOs, and investment officers.

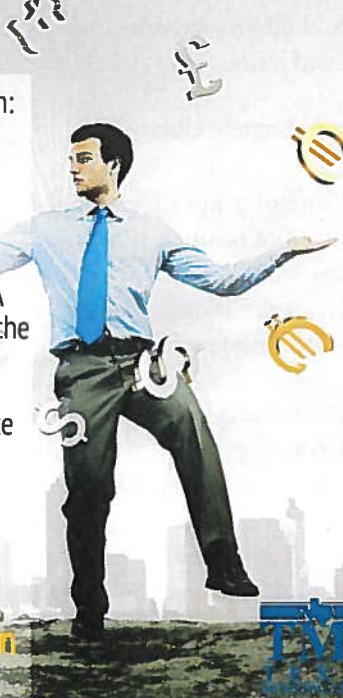
Hear from the experts on:

- Cashflow
- Investment reporting
- Depository contracts
- Economic indicators

Plus, meet the state PFIA training requirement at the same time!

You don't have to balance it alone.

**PFIA Training  
Small Cities**  
April 24-25, Austin  
[www.tmlpfia.org](http://www.tmlpfia.org)



### Friendswood: 119th Annual Fourth of July Celebration

*July 4*

Bring your friends and family to Friendswood's day-long celebration, packed full of entertainment, food and fun for the entire family. Kick off the day with a Grand Parade, featuring more than 100 entries from around the state. The evening program at Centennial Park will end with a fireworks extravaganza that will light up the sky. ([www.ci.friendswood.tx.us](http://www.ci.friendswood.tx.us))

### Friona: 9th Annual Cheeseburger Festival, Cook-Off, and Car show

*July 19*

Come to the official "Cheeseburger Capital of Texas," and taste what this year's competitors are cooking up. Cooking teams are open to both professional and amateur chefs. You'll enjoy live music, a classic car show, and children's games at Friona's family-friendly festival. ([www.frionachamber.com](http://www.frionachamber.com))

### Grand Prairie: Main Street Fest

*April 25-26*

It's good old-fashioned fun at Grand Prairie's two-day Main Street Festival, where you'll enjoy fresh Farmers Market fruits and vegetables, live bands, a carnival, craft vendors, BMX bike performances, games, and street performers. ([efralicks@gptx.org](mailto:efralicks@gptx.org); 972-237-8110)

### Grand Prairie: Crawfish Boil

*June 7*

Let the good times roll with a crawfish boil at Grand Prairie's Farmers Market. Bring the family out for this delicious delicacy, and enjoy a Zydeco band, gift market, bounce house, games, and more. ([efralicks@gptx.org](mailto:efralicks@gptx.org); 972-237-8110)

### Gun Barrel City: July Fest

*July 4*

Gun Barrel City's July Fest happens the first weekend in July, and features a car show, carnival, concert in the park with well-known performers, and a sizzling fireworks display. Bring your lawn chairs, and celebrate Independence Day Gun Barrel City style! ([www.gunbarrelcityfestivals.net](http://www.gunbarrelcityfestivals.net))

### Kirby: 62nd Annual Kirby VFD - HOBO Festival

*May 1 - May 4*

The Kirby Fire Department hosts its annual Hobo Fest at Friendship Park the first weekend in May. Don't miss the carnival, food booths, arts and craft vendors, parade, chili and brisket cook-off, benefit auction, dance, live entertainment, margarita pour-off, and car show. A "hobo king and queen" will be selected from the members and regular attendees at the Kirby Senior Center. (210-661-2612; [www.kirbytx.org](http://www.kirbytx.org))



### **La Grange: Uncorked**

**March 15**

Unwind and enjoy live music, fine wines, and food prepared by the La Grange Area Chamber of Commerce Men Who Cook at this annual fundraiser. ([www.lguncorked.com](http://www.lguncorked.com))

### **Lockhart: 2014 Texas Lone Star Grand Prix-Kart Race**

**March 1-2**

The BBQ Capital of Texas celebrates Texas Independence Day with the third annual Texas Lone Star Grand Prix. Lockhart offers the most unique racing track for go karts that reach speeds of 100 mph. Each main event will be a 15-lap battle with the maximum of 45 karts permitted per class. Stay for the street dance with a rockabilly band on Saturday night. ([www.lonestargrandprix.us](http://www.lonestargrandprix.us))

### **Mesquite: 8th Annual Real. Texas. Festival.**

**April 25-26**

The Real. Texas. Festival. celebrates all things Texan, and wouldn't be all that without the Mesquite Pro Rodeo Series, music from Texas artisans, and Taste of Mesquite Barbeque competition. Don't miss The Cowboys and Chrome car show inside the Mesquite Exhibit Hall featuring nearly 100 street rods, customs, classics and motorcycles, as well as a carnival with rides and games for all ages. ([www.realtexasfestival.com](http://www.realtexasfestival.com))

### **Pflugerville: Deutschen Pfest**

**May 16-18**

The festival schedule is bursting with fun – a 5k run/walk, children's games and activities, shopping booths, Saturday's parade, live music, and thrilling rides at the carnival all weekend long! Pflugerville's Deutschen Pfest celebrates the city's German heritage and community. Proceeds will fund park and trail improvements. (512-990-6350; [www.pflugervilletx.gov/dpfest](http://www.pflugervilletx.gov/dpfest))

### **Richardson: Wildflower! Arts & Music Festival**

**May 16-18**

The City of Richardson's award-winning, multi-day festival features live music, arts and crafts, children's activities, interactive exhibits, and strolling acrobats. Festival programming includes six performance stages, Wildflower's award-winning Singer/Songwriter Contest, Performers Row, and the Budding Talent Competition. There's also the family-friendly Kidz Korner, the Wild Market Place, the Art Guitar Auction, GameHaven's Gamers Zone, and the Taste of Texas Food Garden! ([www.wildflowerfestival.com](http://www.wildflowerfestival.com))

### **Rosenberg: Family 4th Celebration**

**July 4**

It's all about patriotism, family and fun when the City of Rosenberg hosts its Family 4th Celebration at Seabourne Creek Nature Park. This free event includes a carnival area for the kids, horse-drawn wagon rides through the park, food vendors, live music, and the best fireworks in Fort Bend County. (832-595-3520; [www.CityofRosenberg.com](http://www.CityofRosenberg.com))

### **San Marcos: Swing on the Square: A Western Swing Heritage Festival**


**May 16-17**

From the boot-tapping sounds of Western Swing (the official state music of Texas) and works of local artisans, to authentically Texan events and activities, this two-day festival revels in state pride and brings thousands of visitors to historic downtown San Marcos. The event will feature local artists and genres, new exhibitions, and western-themed games. (512-393-8430; [www.ci.san-marcos.tx.us](http://www.ci.san-marcos.tx.us))

### **San Marcos: SummerFest**

**July 4**

Enjoy SummerFest in San Marcos, and spend Fourth of July on the banks of the San Marcos River. This free, family-friendly Independence Day celebration will feature live music,



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fireworks, and a patriotic costume contest and parade for kids. SummerFest is an alcohol-free event. (512-393-5930; [www.ci.san-marcos.tx.us](http://www.ci.san-marcos.tx.us))

### **Sealy: Sealybration**

**July 10-13**

The Sealy Community Foundation hosts the annual Sealybration with entertainment, vendors, a tractor show, BBQ cook-off, girls' softball tournament, bean bag tournament, men's slow pitch softball, and a fireworks display. (877.558.7245; [SealyCommunityFoundation.org](http://SealyCommunityFoundation.org))

### **Taylor: Taylor Zest Fest**

**May 3**

Taylor Main Street hosts the Taylor Zest Fest in the heart of downtown, with horticultural speakers and demonstrations, arts and crafts vendors, zesty food booths, and children's activities. Two stages will feature local and area talent showcasing the community's diversity, with cultural and heritage music and song. ([www.taylortx.gov](http://www.taylortx.gov))



### **Temple: Bloomin' Temple**

**May 9-10**

There's something for everyone at the Bloomin' Temple Festival where you'll enjoy music by regional and national performers, a carnival, arts and crafts, a car show, barbecue cook-off and children's area with inflatable games. (254-773-5252; [BloominTemple.com](http://BloominTemple.com))

### **The Colony: Liberty by the Lake**

**July 4**

Pack up the kids, crank up the car, and celebrate 4th of July in The Colony. This free family festival features a fun run/walk, parade, live music, children's activities, vendors, various competitions, and a stunning fireworks display over Lewisville Lake. (972-625-1106; [www.LibertyByTheLake.com](http://www.LibertyByTheLake.com))

### **Tyler: Azalea & Spring Flower Trail**

**March 21 – April 6**

Enjoy the vivid colors and sweet scents that only an East Texas spring brings. The Azalea & Spring Flower Trail features miles of blooming azaleas, dogwoods and spring flowers. Truly a floral wonderland! ([www.tylerazaleatrail.com](http://www.tylerazaleatrail.com))

### **Webster: 4th of July Celebration**

**July 4**

Webster invites you to celebrate Independence Day family-style at Texas Avenue Park. Take part in a Veteran's ceremony and enjoy bingo, entertainers, inflatables, games and snow cones, followed by a fireworks show. ([www.cityofwebster.com](http://www.cityofwebster.com))

### **Wichita Falls: St. Patrick's Day Downtown Festival**

**March 15**

A celebration of St. Patrick and all things green unfolds with traditional music, dancing, hearty foods, and celebration. Feeling lucky? Race to the pot o' gold with a 5K Fun Run. Get your green on and come downtown for Wichita Falls' annual festival. (940-322-4525; [www.downtownproud.com](http://www.downtownproud.com)) ★

*If you would like TML to showcase your city's festival in our September 2014 issue, send your festival details to [festival@tml.org](mailto:festival@tml.org).*







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# Welcome to Gonzales Texas

## STOP, SHOP & PLAY

Welcome to

### MAIN STREET CONCERTS

Friday Nights in June

Confederate Square  
Downtown Gonzales

Food • Games • Arts & Crafts

### STAR SPANGLED SPECTACULAR

July 4th

Live Music • Fireworks



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