



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, February 24, 2015– 5:30 p.m.**

**MINUTES**

On the 24th day of February 2015, at 5:30 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, Diane McCaskill, Carlos Camarillo, Susan Weber, Sherri Schellenberg, and John Pirkle,

Absent: Egon Barthels, Lisa Kay Brown, Debbie Toliver, Brandy Eggar, and Melissa Taylor

Others: Loretta Shirley, David DeMent and Barbara Friedrich

**1. Call to Order.**

Chairman Pirkle called the meeting to order at 6:11 p.m.

**2. Public Comments.**

Loretta Shirley spoke about the potential partnership between Gonzales Main Street and Joel Gammage with Hot Rod Productions for a car show in Gonzales June 6, 2015. This would be a fund raiser for Main Street. The partnership would require an initial fee of \$3,500.00 and the profits would be split 75% for the non-profit and 25% for his share. Mr. Gammage had successful car shows in Lockhart with about 300 cars and about 2,000 people at the show. There would be vendors and music. The show would be financed by car entry fees, vendor fees, sponsorships and all other funds collected from the event.

**3. Discuss and Consider Business Development Grant application from Pamela Walshak.**

Barbara Friedrich presented a Business Development Grant application from Pam Walshak for the renovation work of the façade of her building located at 411 St. James Street.

Del De Los Santos stated that this was a viable building located across from Texas Heroes square and would be available to rent.

Del De Los Santos moved to approve funding the Business Development Grant up to \$15,000.00 to Pamela Walshak for her building at 411 St. James Street. Sherri Schellenberg seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss and Consider Business Development Grant application from DeMent and Company, LLC.**

David DeMent submitted a Business Development Grant application for the Old Bus Station located at 301 St. George Street. The proposed work would be to redo the windows and doors of the building. Mr. DeMent was informed

that Gonzales Main Street had \$11,000.00 available grant funds for this budget year. Mr. DeMent stated that he would like to resubmit the application in October when the total funds of \$15,000.00 would be available.

Following Discussion, Connie Dolezal moved to decline the Business Development Grant Application from DeMent and Company due to lack of available funds. Carlos Camarillo seconded the motion. The motion prevailed by unanimous vote.

**5. Discuss and Consider Utility Grant application from DeMent and Company, LLC.**

Following discussion, Diane McCaskill moved to decline the Utility Grant Application from DeMent and Company due to lack of funds. Susan Weber seconded the motion. The motion prevailed by unanimous vote.

**6. Approve minutes for January 27, 2015.**

Following discussion, Susan Weber moved to approve the minutes of January 27, 2015. Del De Los Santos seconded the motion. Motion prevailed by unanimous vote.

**7. Review Treasurer's Report.**

Treasurer's report was reviewed.

**8. Discuss and Consider Program of work for 2015.**

Following discussion, Diane McCaskill moved to approve the Program of Work for 2015. Connie Dolezal seconded the motion. The motion prevailed by unanimous vote.

**9. Discuss and Consider Budget for 2015.**

Connie Dolezal had requested that the line item for Volunteer Appreciation Dinner be changed to \$200.00 in lieu of \$500.00; Barbara Friedrich requested that the \$300.00 from this line item be moved to Business Mixers for Business/Building owners training; De Del Los Santos requested that the \$3,500.00 in the Confederate Square Lighting item moved to Christmas decorations.

Following discussion, Del De Los Santos moved to approve the Budget for 2015 with corrections. Susan Weber seconded the motion. The motion prevailed by unanimous vote.

**10. Discuss and Consider Banners for Texas Heroes and Market Squares.**

Tabled until the March meeting.

**11. Discuss and Consider partnering with GEDC to have Valerie Magolan from the Texas Historical Commission give a presentation on the Tax Credit Programs.**

Barbara Friedrich reported that she would like Main Street to partner with GEDC to have Valerie Magonlan from the Texas Historical Commission give a presentation on the Tax Credit Programs. These programs could be very viable in the renovations of the Historic buildings downtown.

Following discussion, Del De Los Santos moved to approved partnering with GEDC to have Valerie Magolan from the Texas Historical Commission give a presentation on the Tax Credit Programs on March 11, 2015. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**12. Committee Reports.**

**a. Promotion Committee.**

**1. Discussion and any action regarding Promotion Committee.**

**a. Main Street Concert Series.**

Barbara Friedrich reported that she and Debbie Toliver were working on sponsorships for the series and that Egon Barthels is working with John Owens for the band line up.

**b. Christmas Decoration Committee**

**1. Discussion and any action regarding Christmas Decorations.**

Connie Dolezal reported that the Christmas Decoration Committee had met on February 23, 2015 to discuss decorations for this year. Main Street now has the funds to order the Santa, Sleigh and Reindeer for Texas Heroes Square. The committee would also like to order more red net lights to be placed around the trees on the islands at Confederate Square.

Following discussion, Connie Dolezal moved that Main Street order the fiberglass Sleigh, Santa and Reindeer to be placed on Texas Heroes Square. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

**c. Organization Committee.**

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

None

**d. Design Committee.**

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

None

**e. Economic Restructuring Committee.**

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

None

**13. Board Orientation.**

Tabled until March meeting.

**14. Manager's Report.**

Barbara Friedrich reported that the Hotel Alcalde has a dozen rooms rented to Pioneer; The Alcalde Grill continues to do well; Dilworth Inn has guests at the Inn; La Bella Tavola and Templin Saloon are doing well; and Laurie's Boutique and Tanning are planning to open in April.

**15. Board Comments.**

None

**16. Next regular meeting will be March 24, 2015.**

**17. Adjourn.**

No further matters were discussed. Meeting was adjourned by motion by Susan Weber and seconded by Diane McCaskill

Barbara Friedrich, Recording Secretary

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John Pirkle, Chairman

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Melissa Taylor, Secretary