



**MAIN STREET ADVISORY BOARD MEETING  
AGENDA**

**Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, January 27, 2015– 5:30 p.m.**

1. Call to Order.
2. Public Comments.
3. Approve minutes for November 18 and 24, 2014.
4. Review Treasurer's Report.
5. Discuss and Consider Program of work for 2015.
6. Discuss and Consider Budget for 2015.
7. Committee Reports.
  - a. Promotion Committee.
    1. Discussion and any action regarding Promotion Committee.
      - a. Main Street Concert Series.
  - 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.
8. Discuss and Consider workshop meeting with the Hospital Foundation, Silent Santa and the Odd Fellows concerning Winterfest 2015.
9. Manager's Report.
10. Board Comments.
11. Next regular meeting will be February 24, 2015.
12. Adjourn.

I certify that a copy of the January, 2015 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 January, 2015, at 11:30 a.m. p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the above agenda was removed on \_\_\_\_\_ day of \_\_\_\_\_, 2015 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, Main Street Administrator

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



**MAIN STREET ADVISORY BOARD MEETING  
Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Tuesday, November 18, 2014– 5:30 p.m.**

**MINUTES**

**On the 18th day of November 2014, 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, Melissa Taylor, John Pirkle, and Egon Barthels**

**Absent: Brandy Eddgar, Lisa Kay Brown, and Debbie Toliver.**

**Others: Barbara Friedrich**

**1. Call to Order.**

Chairman De Los Santos called the meeting to order at 5:30 p.m.

**2. Welcome new board members.**

Chairman De Los Santos welcomed new board members.

**3. Public Comments.**

None

**4. Nomination and election of Chairman.**

Diane McCaskill moved to appoint John Pirkle as the Chairman of the Main Street Advisory Board. Connie Dolezal seconded the motion. The motion prevailed by unanimous vote.

**5. Nomination and election of Vice Chairman.**

Connie Dolezal moved to appoint Diane McCaskill as Vice Chairman of the Main Street Advisory Board. John Pirkle seconded the motion. The motion prevailed by unanimous vote.

**6. Nomination and election of Secretary.**

Diane McCaskill moved to appoint Melissa Taylor as Secretary of the Main Street Advisory Board. Susan Weber seconded the motion. The motion prevailed by unanimous vote.

**7. Nomination and election of Treasurer.**

Susan Weber moved to appoint Connie Dolezal as Treasurer of the Main Street Advisory Board. Carlos Camarillo seconded the motion. The motion prevailed by unanimous vote.

**8. Approve minutes for October 28, 2014.**

Following discussion, Susan Weber moved to approve the minutes as submitted. Egon Barthels seconded the motion. The motion prevailed by unanimous vote.

**9. Program of Work for 2015.**

Barbara Friedrich presented last year's program of work to the board and asked that they look over the work plan. This will be on the January agenda for changes.

**10. Review Treasurer's Report.**

Treasurer's report was reviewed.

**11. Committee Reports.**

**a. Promotion Committee.**

**1. Discussion and any action regarding:**

**a. Winterfest/Christmas Parade: Lighting of Christmas Tree, Silent Auction.**

Connie Dolezal reported that the family of Louis Kuntschik had agreed to ride in the parade as the Grand Marshall. Kenneth Hyden agreed to let us use his jeep for the Parade Marshall entry. Carlos Camarillo reported that Tommy Cox had agreed to let us use his vehicle for the parade route. The Mt Pilgrim Church and Baptist Church had agreed to sing after the parade. The board agreed to have a silent auction on Saturday from 10 to 3 p.m. to raise funds for Christmas Decorations. Board members will get the silent auction items. Discussion was made as to have the tree lighting ceremony or to turn on the lights on the tree before Thanksgiving and leave them on during the parade.

Following discussion, Connie Dolezal moved to turn the lights on the Christmas Tree before Thanksgiving and leave them on during the parade. Sherri Scehllenberg seconded the motion. Connie Dolezal, Diane McCaskill, Carlos Camarillo, Susan Weber, Sherri Schellenberg, Melissa Taylor, and John Pirkle, voted Aye. Egon Barthels vote Nay. The motion carried.

**b. Christmas Decoration Committee**

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

Connie Dolezal reported that the committee will be decorating the tree on Monday December 10<sup>th</sup> at 8:30 p.m. Will need all the help we can get. The garland will go up around Confederate Monument and we will wrap the trees on Texas Heroes Square. George Kalisek will be bringing the Santa's house and setting it up.

**c. Organization Committee.**

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

None

**d. Design Committee.**

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

Melissa Taylor was commended on the good job she did on the Winterfest Posters.

**e. Economic Restructuring Committee.**

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

None

**12. Manager's Report.**

None

**13. Board Comments.**

Del De Los Santos Thanked everyone on the board for the hard work they had done.

**14. Set date and time for next meeting.**

A called meeting will be on November 24, 2014 at 5:30 p.m.

Next board regular meeting will be December 9, 2014 at 5:30 p.m. at City Hall.

15.

**Adjourn.**

No further matters were discussed. The meeting was adjourned by motion by Susan Weber and seconded by Debbie Toliver.

Barbara Friedrich, Recording Secretary

---

John Pirkle, Chairman

---

Melissa Taylor, Secretary



**MAIN STREET ADVISORY BOARD CALLED MEETING  
Gonzales Municipal Building  
820 St. Joseph Street, Gonzales, Texas  
Monday, November 24, 2014– 5:30 p.m.**

**MINUTES**

**On the 24th of November 2014, 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:**

**John Pirkle, Connie Dolezal, Lisa Kay Brown, Diane McCaskill and Del De Los Santos.**

**Absent: Egon Barthels, Debbie Toliver, Brandi Eddgar, Sherri Schellenbery, Melissa Taylor, and Susan Weber**

**Others: Barbara Friedrich and Kenneth Hyden**

**Chairman Pirkle closed the meeting at 5:45 p.m. as a quorum of Board Members was not in attendance.**

**Barbara Friedrich, Recording Secretary**

---

John Pirkle, Chairman

---

Melissa Taylor, Secretary

**Financial Statement  
November 30, 2014  
Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 10/31/2014				16,703.51
11/03/2014	DEP	Deposit	Santa's Market	130.00
11/03/2014	DEP	Deposit	Letters from Santa	35.00
11/24/2014	1889	Del De Los Santos	Christmas supplies	-70.73
Balance as of 11/30/2014				16,797.78

**Small Business Improvement Grant  
November 30, 2014**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 10/31/2014				10,852.78
Balance as of 11/30/2014				10,852.78

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

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 11/30/2014				16,797.78
12/03/2014	DEP	Deposit	Santa's Market	250.00
12/03/2014	DEP	Deposit	Letters from Santa	170.00
12/03/2014	ATM	A-Line Auto	Winterfest Exp.	-14.49
12/04/2014	ATM	Wal Mart	Winterfest Exp.	-5.88
12/08/2014	DEP	Deposit	Santa's Market	192.00
12/08/2014	DEP	Deposit	Silent Auction	422.00
12/09/2014	ATM	Post Office	Postage	-49.00
12/09/2014	ATM	Hobby Lobby	Stationery	-8.94
12/11/2014	1890	Mr. B. Fireworks	Concert Series	-1,200.00
12/11/2014	1891	Gonzales Bldg. Supplies	Winterfest Exp.	-37.31
12/11/2014	1892	Frames & Things	Winterfest Exp.	-88.00
12/11/2014	1893	Personal Impressions	Winterfest Exp.	-106.35
12/11/2014	1894	Dixie Flag	Banners	-1,460.00
12/11/2014	1895	Barbara Friedrich	supplies	-25.63
12/16/2014	DEP	Deposit	Letters from Santa	205.00
12/16/2014	DEP	Deposit	Silent Auction	230.00
12/30/2014	Dep	Desposit	Donation	3,000.00
Balance as of 12/31/2014				<u>18,271.18</u>

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

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 11/30/2014				10,852.78
Balance as of 12/31/2014				<u>10,852.78</u>

**GONZALES MAIN STREET  
2014 Christmas Decorations**

	<b>INCOME</b>	<b>EXPENSES</b>	<b>AVAILABLE</b>
<b>Hotel/Motel Tax</b>	<u>5,000.00</u>	<u>\$0.00</u>	\$5,000.00
	5,000.00		
 <b>Available from Hotel/Motel Funds</b>			 <b>\$5,000.00</b>
 Main Street City Budget	2,500.00		
Work Box, GFCI Shallow		18.87	
Switch Box, Metal Screw		31.85	
Duct Tape & Consr Adh		23.86	
4x6 net Lites		298.09	
Extension Cords		44.46	
15 Ft. Cord		14.85	
Lawn Staples		16.48	
C7 Clear Light Bulbs		183.69	
	<u>2,500.00</u>	<u>632.15</u>	
 <b>Available from Main Street City Budget</b>			 <b>1,867.85</b>
 <b>Main Street Advisory Board</b>			
Donation - Don Ford	500.00		
Donation - Jean Reese	500.00		
Silent Auction	652.00		
Letters from Santa	410.00		
Santa's Market	607.00		
Del De Los Santos - Ribbons		70.73	
A-Line Auto Parts - Cable Ties		14.49	
Wal-Mart - Candy Canes		5.88	
Personal Impressions - Sponsor Poster		106.35	
Frames & Things - Trophies		88.00	
Gonzales Building Supply - Caution Tape		37.31	
A-Line Auto Parts - Cable Ties		14.82	
A-Line Auto Parts - Duct Tape		15.14	
Postage - Letters from Santa		49.00	
Stationery - Letters from Santa		8.94	
	<u>\$2,669.00</u>	<u>410.66</u>	
 <b>Available Funds from Main Street Advisory Board</b>			 <b>2,258.34</b>
<b>Totals</b>	<u>\$10,169.00</u>	<u>\$1,042.81</u>	
<b>Total Funds available for 2015</b>			<b>\$9,126.19</b>



# **GONZALES MAIN STREET 2015 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 2015 Projects

PROGRAM GOAL	ACTION ITEM	RESPONSIBLE PARTY	ESTIMATE D COST	TIMELINE	STATUS	MEASUREMENT OF SUCCESS
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.	-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		\$100.00			
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 -Hold a photo Trivia Contest	Barbara Friedrich	Free	May 2015		
Volunteer Appreciation	-Plan what Main Street can do to thank volunteers for service		\$500.00			

## Promotion Committee 2015 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		Free	On-going		
Special events to bring people downtown.	-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 -Christmas Decorating Contest for businesses.		\$7,500.00	On-Going		
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 2015		

## 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		Unknown			
Themed Downtown	-Signage -Colors -Flowers in planters					
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 Susan Weber Nancy Logan Marilyn Qualls	\$7,500.00	On-Going		
Sandwich Sign	Refurbish Sandwich Sign Design posters to be placed as signage.					
Focus on renovations of buildings.	-Review Business Improvement Grant Program -Approve Utility Relocation Grant Program. -Visit each building owner interested in assistance. -Continue relationship	Barbara Friedrich	\$87,500.00	On-Going	Business Improvement Grant and Utility Relocation Grant Programs were reviewed. Contacted building	Awarded seven grants in 2014 for a total of \$109,566.42. Two of these have been completed and five are near completion. The Gonzales Economic Development Corporation has requested in the

	with GEDC for funding of these grants.				owners as to the availability of funds.	2014-2015 Budget to increase the grant amount funds from \$50,000.00 a year to \$75,000.00
--	--	--	--	--	---	--

## Economic Restructuring Committee 2015 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 -Partner with SBDC for Training -Semi-Annual event-- -Set Time, date, and place			March 2015		
Merchant Training	-Partner with SBDC for Training -Semi-Annual event-- -Set Time, date, and place			March 2015		
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/Carolyn Gibson	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		
Maintain property/ Business inventory	Keep list of properties available for rent or purchase and make available to public	Barbara Friedrich		On-going		

## Itemized Categories - Last year

01/01/2014 through 12/31/2014

01/14/2015

Page 1

Date	Account	Num	Description	Memo	Tag	Clr	Amount
<b>INCOME</b>							<b>31,854.00</b>
<b>Christmas Decoration Donantion</b>							<b>2,062.00</b>
07/09/2014	Gonzales Mai...	DEP	Deposit	Don Ford		R	500.00
10/22/2014	Gonzales Mai...	DEP	Deposit	Jean Reese ...		R	500.00
11/03/2014	Gonzales Mai...	DEP	Deposit	Letters from ...		R	35.00
12/03/2014	Gonzales Mai...	DEP	Deposit	Letters from ...		R	170.00
12/08/2014	Gonzales Mai...	DEP	Deposit	Silent Auction		R	422.00
12/16/2014	Gonzales Mai...	DEP	Deposit	Letters from ...		R	205.00
12/16/2014	Gonzales Mai...	DEP	Deposit	Silent Auction		R	230.00
<b>Contributions-Donations</b>							<b>3,000.00</b>
12/30/2014	Gonzales Mai...	DEP	Deposit	Dixie Starns ...		R	3,000.00
<b>Santa's Market</b>							<b>607.00</b>
10/22/2014	Gonzales Mai...	DEP	Deposit	Booth Space		R	35.00
11/03/2014	Gonzales Mai...	DEP	Deposit	Booth spaces		R	130.00
12/03/2014	Gonzales Mai...	DEP	Deposit	Booth spaces		R	250.00
12/08/2014	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	192.00
<b>Summer Concert Series -Donation</b>							<b>26,185.00</b>
02/18/2014	Gonzales Mai...	DEP	Deposit	donation		R	5,000.00
03/13/2014	Gonzales Mai...	DEP	Deposit	Johnson Oil, ...		R	2,500.00
03/18/2014	Gonzales Mai...	DEP	Deposit	SAWS		R	2,500.00
03/24/2014	Gonzales Mai...	DEP	Deposit	Lindemann F...		R	500.00
03/24/2014	Gonzales Mai...	DEP	Deposit	State Farm		R	1,500.00
04/04/2014	Gonzales Mai...	DEP	Deposit	Lone Star Ba...		R	200.00
04/10/2014	Gonzales Mai...	DEP	Deposit	Caraway For...		R	1,100.00
04/17/2014	Gonzales Mai...	DEP	Deposit	DuBose, 4L ...		R	1,200.00
05/01/2014	Gonzales Mai...	DEP	Deposit	rbfcu, L & M ...		R	1,900.00
05/01/2014	Gonzales Mai...	DEP	Deposit	Booth Space		R	85.00
06/02/2014	Gonzales Mai...	DEP	Deposit	Booth Space		R	520.00
06/02/2014	Gonzales Mai...	DEP	Deposit	Sponsors - D...		R	1,500.00
06/12/2014	Gonzales Mai...	DEP	Deposit	D&G, Holida...		R	6,250.00
06/24/2014	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	590.00
07/09/2014	Gonzales Mai...	DEP	Deposit	Booth Spaces		R	175.00
07/09/2014	Gonzales Mai...	DEP	Deposit	T Shirts/Koo...		R	313.00
08/04/2014	Gonzales Mai...	DEP	Deposit	Ash Foods		R	200.00
08/04/2014	Gonzales Mai...	DEP	Deposit	Booth space...		R	120.00
08/04/2014	Gonzales Mai...	DEP	Deposit	50/50		R	32.00
<b>EXPENSES</b>							<b>-35,527.28</b>
<b>Uncategorized</b>							<b>0.00</b>
<b>Banners</b>							<b>-1,460.00</b>
12/11/2014	Gonzales Mai...	1894	Dixie Flag	Texas and C...		R	-1,460.00
<b>Board Training</b>							<b>-35.71</b>
08/18/2014	Gonzales Mai...	ATM	Subway	Board Training		R	-35.71
<b>Christmas Decorations</b>							<b>-70.73</b>
11/24/2014	Gonzales Mai...	1889	Del De Los S...	Reimburse...		R	-70.73
<b>Legal-Prof Fees</b>							<b>-255.48</b>
03/28/2014	Gonzales Mai...	1862	State Compr...	Corrportation...		R	-5.00
07/17/2014	Gonzales Mai...	ATM	ASCAP License	ASCAP Lice...		R	-187.74
07/17/2014	Gonzales Mai...	ATM	ASCAP	License Fee		R	-50.00
10/07/2014	Gonzales Mai...	ATM	ASCAP License	ASCAP Lice...		R	-12.74
<b>Postage</b>							<b>-49.00</b>

## Itemized Categories - Last year

01/01/2014 through 12/31/2014

01/14/2015

Page 2

Date	Account	Num	Description	Memo	Tag	Clr	Amount
12/09/2014	Gonzales Mai...	ATM	Post Office	Postage for ...		R	-49.00
<b>Sales Tax exp.</b>							<b>-18.14</b>
01/09/2014	Gonzales Mai...	1859	State Compr...	Sales Tax		R	-18.14
<b>Summer Concert Series</b>							<b>-32,378.68</b>
03/24/2014	Gonzales Mai...	1861	Gonzales Mai...	reimburseme...		R	-411.11
05/07/2014	Gonzales Mai...	1865	MBH Welding	Trailer		R	-293.50
05/07/2014	Gonzales Mai...	1864	Personal Impr...	T-Shirts		R	-303.48
05/07/2014	Gonzales Mai...	1866	Tuch Tire Ser...	Tires for Trai...		R	-420.00
05/15/2014	Gonzales Mai...	1867	S Personal Impr...			R	-215.82
05/21/2014	Gonzales Mai...	ATM	McCoy's	Stage		R	-19.99
05/21/2014	Gonzales Mai...	ATM	McCoy's	Stage		R	-101.01
05/27/2014	Gonzales Mai...	1868	MBH Welding	Stage		R	-201.60
05/27/2014	Gonzales Mai...	ATM	A-Line Auto P...	Tie Wraps		R	-15.69
06/02/2014	Gonzales Mai...	1871	Gonzales Buil...	Supplies		R	-59.94
06/03/2014	Gonzales Mai...	1872	Owens Entert...	deposit for b...		R	-8,950.00
06/03/2014	Gonzales Mai...	1873	Owens Entert...	Sound System		R	-1,800.00
06/06/2014	Gonzales Mai...	1874	Cash	Cashier's ch...		R	-1,010.00
06/09/2014	Gonzales Mai...	ATM	Ice Vending	ice		R	-6.00
06/09/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-4.95
06/12/2014	Gonzales Mai...	1876	Personal Impr...	signange		R	-793.58
06/12/2014	Gonzales Mai...	1875	Signs For The...	bench spons...		R	-100.00
06/12/2014	Gonzales Mai...	1878	Cash	Cashier's Ch...		R	-2,000.00
06/13/2014	Gonzales Mai...	ATM	A-Line Auto P...	Tie Wraps		R	-14.82
06/13/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-6.45
06/17/2014	Gonzales Mai...	1879	Reese's Print ...	Signage		R	-90.00
06/19/2014	Gonzales Mai...	1880	Cash	Cashier's Ch...		R	-1,250.00
06/20/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-6.45
06/20/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-3.23
06/24/2014	Gonzales Mai...	1882	Wal Mart	Supplies		R	-54.23
06/24/2014	Gonzales Mai...	1881	Personal Impr...	T-Shirts		R	-751.00
06/26/2014	Gonzales Mai...	1883	Wells Fargo B...	Lucky Joe		R	-600.00
06/26/2014	Gonzales Mai...	1884	Wells Fargo B...	Elida Reyna ...		R	-2,400.00
06/27/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-3.23
06/27/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-8.06
07/03/2014	Gonzales Mai...	1885	Gonzales Mai...	Cash - Emoti...		R	-1,250.00
07/03/2014	Gonzales Mai...	1886	Gonzales Mai...	Cash - Bill P...		R	-450.00
07/03/2014	Gonzales Mai...	1887	Mr. B. Fireworks	Final payme...		R	-7,500.00
07/03/2014	Gonzales Mai...	ATM	Tractor Supply	Caution Tape		R	-9.99
07/04/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-6.45
07/04/2014	Gonzales Mai...	ATM	Buc-Ee's	Ice		R	-9.68
07/04/2014	Gonzales Mai...	ATM	HEB	Supplies		R	-28.98
07/07/2014	Gonzales Mai...	ATM	Wal Mart	Supplies		R	-29.44
12/11/2014	Gonzales Mai...	1890	Mr. B. Fireworks	Deposit on F...		R	-1,200.00
<b>Supplies</b>							<b>-507.51</b>
01/28/2014	Gonzales Mai...	1860	Wal Mart	Supplies		R	-45.85
05/07/2014	Gonzales Mai...	1863	Personal Impr...	Signage for ...		R	-128.75
05/15/2014	Gonzales Mai...	1867	S Personal Impr...			R	-6.00
05/27/2014	Gonzales Mai...	1869	Personal Impr...	Old Jail Mus...		R	-42.50
05/27/2014	Gonzales Mai...	1870	Personal Impr...	Disc Golf Co...		R	-249.84
12/09/2014	Gonzales Mai...	ATM	Hobby Lobby	Stationery fo...		R	-8.94
12/11/2014	Gonzales Mai...	1895	Barbara Fried...	reimburseme...		R	-25.63
<b>Volunteer Appreciation</b>							<b>-500.00</b>



## Itemized Categories - Last year

01/01/2014 through 12/31/2014

01/14/2015

Page 3

Date	Account	Num	Description	Memo	Tag	Clr	Amount
07/29/2014	Gonzales Mai...	1888	Running M Ba...	Volunteer Ap...		R	-500.00
<b>Winterfest exp</b>							<b>-252.03</b>
12/03/2014	Gonzales Mai...	ATM	A-Line Auto P...	cable ties		R	-14.49
12/04/2014	Gonzales Mai...	ATM	Wal Mart	Candy Canes		R	-5.88
12/11/2014	Gonzales Mai...	1893	Personal Impr...	Sponsor Pos...		R	-106.35
12/11/2014	Gonzales Mai...	1892	Frames & Thi...	Trophies for ...		R	-88.00
12/11/2014	Gonzales Mai...	1891	Gonzales Buil...	Supplies		R	-37.31
<b>OVERALL TOTAL</b>							<b>-3,673.28</b>

**Itemized Categories - Last year**

01/01/2014 through 12/31/2014

01/12/2015

Date	Account	Num	Description	Memo	Tag	Clr	Amount
<b>INCOME</b>							<b>50,411.11</b>
<b>Incentive Fund Grant - Receipts</b>							<b>50,411.11</b>
03/21/2014	Gonzales Mai...	DEP	Deposit	To fund ck # ...		R	411.11
08/26/2014	Gonzales Mai...	DEP	Deposit	Business Im...		R	50,000.00
<b>EXPENSES</b>							<b>-81,950.63</b>
<b>Uncategorized</b>							<b>0.00</b>
04/17/2014	Gonzales Mai...	1032	Void				0.00
04/17/2014	Gonzales Mai...	1033	Void				0.00
<b>Incentive Grant</b>							<b>-81,950.63</b>
02/13/2014	Gonzales Mai...	1026	Personal Impr...	Business Im...		R	-716.00
02/18/2014	Gonzales Mai...	1027	Personal Impr...	Business Im...		R	-1,244.00
02/27/2014	Gonzales Mai...	1028	Visual Promot...	Sponsorship ...		R	-411.11
03/04/2014	Gonzales Mai...	1029	Personal Impr...	Business Im...		R	-1,960.00
03/07/2014	Gonzales Mai...	1030	Personal Impr...	Business Im...		R	-1,920.00
03/28/2014	Gonzales Mai...	1031	Personal Impr...	Business Im...		R	-600.00
04/17/2014	Gonzales Mai...	1034	Personal Impr...	Business Im...		R	-2,280.00
07/09/2014	Gonzales Mai...	1036	Hotel Alcalde,...	Business Im...		R	-15,000.00
09/03/2014	Gonzales Mai...	1037	J Douglas Ph...	Business Im...		R	-13,050.00
09/03/2014	Gonzales Mai...	1038	J Douglas Ph...	Business Im...		R	-12,719.92
09/03/2014	Gonzales Mai...	1039	J Douglas Ph...	Business Im...		R	-14,549.60
10/14/2014	Gonzales Mai...	1040	Come & Take ...	Business De...		R	-15,000.00
10/24/2014	Gonzales Mai...	1041	Doug Phelan	Utility Reloca...		R	-2,500.00
<b>OVERALL TOTAL</b>							<b>-31,539.52</b>

**GONZALES MAIN STREET ADVISORY BOARD**  
**Budget FYE 2014**

Category Description	Budget FYE 2014		Actual 01/01/2014 12/31/2014		FYE 2014 Proposed Budget
<b>INCOME</b>					
Donations	3,500.00		3,000.00		3,000.00
Fundraisers	1,000.00		1,000.00		1,000.00
Happy Fall Ya'll	0.00		0.00		0.00
Incentive Grant Fund Receipts	50,000.00		50,000.00		85,852.78
Santa's Market	1,000.00		607.00		1,000.00
Summer Concert Series	30,000.00		26,185.00		32,500.00
Winterfest (Christmas Decoroatio	1,000.00		1,000.00		1,000.00
<b>TOTAL INCOME</b>	<b>86,500.00</b>		<b>81,792.00</b>		<b>124,352.78</b>

<b>EXPENDITURES</b>					
Advertising	0.00		0.00		0.00
25th Anniversary	0.00		0.00		0.00
Banners	0.00		1,460.00		0.00
Board Training	200.00		35.71		100.00
Business Mixer	100.00		0.00		0.00
Beautification	0.00		0.00		0.00
Christmas Decorations	1,000.00		70.73		3,000.00
Downtown Project	3,500.00		0.00		3,500.00
Gifts	0.00		0.00		0.00
Happy Fall Ya'll	250.00		0.00		0.00
Incentive Grant	50,000.00		81,539.52		85,852.78
Lighting Project (Confederate sq)	2,000.00		0.00		2,000.00
Postage	0.00		49.00		0.00
Preservation Week	0.00		0.00		0.00
Supplies	200.00		507.51		500.00
Promotional	0.00		0.00		0.00
Summer Concert Series	28,500.00		32,378.68		32,500.00
Volunteer Appreciation	500.00		500.00		500.00
Webb Design	800.00		0.00		0.00
Winterfest	500.00		252.03		500.00
Legal Prof Fees	250.00		255.48		260.00
Sales Tax	100.00		18.14		50.00
<b>TOTAL BUSINESS EXPENSES</b>	<b>87,900.00</b>		<b>117,066.80</b>		<b>128,762.78</b>

Business Development Grant Program	10,852.78
Beautification Account	0.00
Main Street Regular Account	18,271.18
<b>Fund Balance As of 12/31/2014</b>	<b>29,123.96</b>