



**MAIN STREET ADVISORY BOARD MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Tuesday, January 26, 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 November 17 and 23, 2015 Minutes

**ITEMS TO BE CONSIDERED**

2. Discuss and Consider Larry and Johnnie Edward's request for reimbursement of the Business Development Grant on their property at 525 St. Joseph Street.
3. Discuss and Consider submitting an application to the Tourism Committee for advertising funds for the Concert Series and Star Spangled Spectacular
4. Discuss and Consider Core Values
5. Discuss and Consider budget for FYE 2016
6. Discuss and Consider Program of Work for 2016
7. Discuss and Consider appointment of chair to the Design Committee.
8. Discuss and Consider appointment of chair to the Economic Vitality Committee
9. Discuss and Consider any action regarding Promotion Committee
  - a. Concert Series and Star Spangled Spectacular
  - b. Winterfest
10. Discuss and Consider any action regarding Christmas Decorations
11. Discuss and Consider any action regarding Organization Committee
12. Discuss and Consider any action regarding Design Committee
13. Discuss and Consider any action regarding Economic Vitality Committee

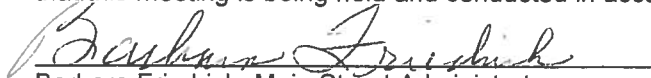
**STAFF/COMMITTEE REPORTS**

14. Manager's Report
15. Financial Report
16. Next regular meeting will be February 23, 2016 at 5:30 p.m.

**AJOURN**

I certify that a copy of the January 26, 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 22nd day of January

2016 at 7:00 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, November 17, 2015– 5:30 p.m.**

**MINUTES**

**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: Debbie Toliver, Brandy Egger, Del De Los Santos, Egon Barthels, Connie Dolezal, John Boothe, Diane McCaskill, Lisa Brown, and Sherri Schellenberg. Members absent: Melissa Taylor, John Pirkle, and Carlos Camarillo. Others present were Barbara Friedrich and Erik McCowan

**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 October 27, 2015 Minutes**

Following discussion, Egon Barthels moved to approve the minutes as presented. Diane McCaskill Seconded the motion. The motion prevailed by unanimous vote.

**ITEMS TO BE CONSIDERED**

**2. Discuss and Consider revising Utility Relocation and Business Development Grant applications**

Del De Los Santos reported that the applications needed to be more specific in what is needed for payment of the grant. Del stated that we need an itemized listing of expenditures submitted with the application and then an itemized invoice for payment. Proof of payment will need to be submitted with the itemized invoice.

Following discussion, Egon Barthels moved to approve the changes in the Utility relocation and Business Development grant applications by adding that an itemized listing of expenditures; written assurance that all laborers are American Citizens; and itemized invoice and proof of payment of all invoices. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**3. Discuss and Consider any action regarding Promotion Committee**  
**a. Winterfest**

Lisa Brown reported that Santa would be cruising in the parade in an old Classis Pickup owned by Bruce Baker;; Kenneth Hyden would be furnishing a generator for the pickup and Santa would be riding in the back of the truck; the Grand Marshal would be in an electrical vehicle furnished be Collin Bond; Del would be getting judges from Cuero; Bob Merrill will be having free carriage rides; and James McMains would like to sell Pizza during the parade. Lisa suggested that we call vendors to see if one would do face

painting; contact the Lulacs to see if they would do the train rides and contact the businesses on the square. Brandy Egger reported that Santa would be on the square on Saturday from 10 to noon and that Tom Hamilton would DJ Christmas music on the square for 4 hours for \$200.00.

Following discussion, Connie Dolezal moved to approve spending \$200.00 to hire Tom Hamilton to play Christmas music on the square for four hours. Diane McCaskill seconded the motion. The motion prevailed by unanimous vote.

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

Egon Barthels spoke on the concert series. It was discussed that we needed to start obtaining the sponsors for the series.

**4. Discuss and Consider any action regarding Christmas Decorations**

Connie Dolezal reported that we had put up the tree and added colored lights.

**5. Discuss and Consider any action regarding Organization Committee**

Lisa Brown gave her report under Winterfest.

**6. Discuss and Consider any action regarding Design Committee**

None

**7. Discuss and Consider any action regarding Economic Restructuring Committee**

None

**STAFF/COMMITTEE REPORTS**

**8. Manager's Report**

Barbara Friedrich reported that she attended the Texas Downtown Association meeting.

**9. Financial Report**

Financial Report was presented

**10. Set date and time for next regular meeting.**

Next regular meeting will be held January 26, 2016

**AJOURN**

No further matters were discussed. Meeting was adjourned by motion by John Boothe and seconded by Brandy Egger.

Barbara Friedrich, Recording Secretary

---

Del De Los Santos, Chairman

---

John Prikle, Secretary



**MAIN STREET ADVISORY BOARD CALLED MEETING**  
**Gonzales Municipal Building**  
**820 St. Joseph Street, Gonzales, Texas**  
**Monday, November 23, 2015– 12:00 p.m.**

**MINUTES**

**CALL TO ORDER AND CERTIFICATION OF QUORUM**

Chairman Del De Los Santos called the meeting to order at 12:00 p.m. The following members were present constituting a quorum: Debbie Toliver, Del De Los Santos, Connie Dolezal, John Boothe, Diane McCaskill, Lisa Brown, Sherrie Schellenberg, and Carlos Camarillo. Members absent: Egon Barthels, Melissa Taylor, and John Pirkle. Others present were Barbara Friedrich and Valerie Reddell.

**ITEMS TO BE CONSIDERED**

1. Discuss and Consider having a band Friday night December 4, 2015 for Winterfest.

Debbie Toliver reported that Billy Eli would be willing to play at the Winterfest activities on Friday night, December 4<sup>th</sup> for four hours. Valerie Reddell spoke on his behalf. She reported that he would be willing to play from 6 p.m. to 7 p.m. and then after the parade until 10 p.m. for \$200.00. In case of bad weather conditions, he would charge \$50.00.

Following discussion, Connie Dolezal moved to hire Billy Eli to play at the Winterfest activities on December 4<sup>th</sup> for a cost of \$200.00 and to pay \$50.00 if he was unable to play because of bad weather conditions. Debbie Toliver seconded the motion. The motion prevailed by unanimous vote.

**AJOURN**

No further matters were discussed. Meeting was adjourned by motion by John Boothe and seconded by Carlos Camarillo.

Barbara Friedrich, Recording Secretary

---

Del De Los Santos, Chairman

---

John Pirkle, Secretary

**Elite General Contracting**

622 Ridgemont Lane  
Gonzales TX 78629  
U.S.A

# INVOICE

# INV-000121

**Balance Due****\$0.00**

Bill To  
Edwards, Larry  
206 Saint Francis St.  
Gonzales  
78629 TX

Invoice Date : 20/01/2016

Terms : Due on Receipt

Due Date : 20/01/2016

#	Item & Description	Qty	Rate	Amount
1	DOWNTOWN BUILDING STORE FRONT-525 Saint Joseph St. Gonzales, TX. 78629 •Prep/Paint Brick-2 Coats black oil base paint. Materials-\$207.54 Labor-\$1875.00 •Repair Windows-Replace rotted wood around windows/paint. Materials-\$383.27 Labor-\$2243.00 •Build Out Front-Build/install columns, bases, crown mouldings and weinascots. LIST OF MATERIALS USED: Red oak, custom milled fluted rails, custom crown moulding, custom milled baseboard, backing material, glue, fasteners, putty, oil base mahogany stain and bombay polyblend finish coat. Materials-\$2147.06 Labor-\$5500.00 •Side Entrance Build Out-To match Storefront. Materials-\$1862.44 Labor-\$4788.00	1.00	19,006.31	19,006.31

Sub Total 19,006.31

**Total \$19,006.31**

Payment Made (-) 19,006.31

**Balance Due \$0.00****Notes**

Thanks for your business.

## Barbara Friedrich

---

**From:** Johnnie Edwards <jedwards601@mac.com>  
**Sent:** Thursday, January 21, 2016 11:53 AM  
**To:** Barbara Friedrich  
**Subject:** 525 St Joseph St  
**Attachments:** INV-000121.pdf; ATT00001.htm

Dear Main Street Board:

Finally, the majority of work in Phase 1 at 525 St Joseph St has been completed. I am submitting an invoice from the contractor, marked paid, as proof of the work done and amounts spent. There are a few stain touch ups and a small amount of trim to be added yet to the side wood work. Phase 2 work will begin at 525 St Joseph St. as soon as some building code issues are addressed with the building next door that have impeded our ability to complete the balcony for the 2nd floor. We anticipate spending another \$15K to complete that part of the project along with additional money for roof repairs. We appreciate the work Jason Benitez with Elite General Contracting has put in on this project and also thankful to Main Street for working with us on the project timeline. We sincerely apologize for all the multiple delays in getting this far, but hope that Main Street has found our renovations acceptable and pleasing. We have received a number of compliments from citizens and are confident our final renovations will be met with approval as well. Thank you for the opportunity to give back to our community by working with us and other building owners to rehab their properties in the downtown area.

Sincerely,

Johnnie Edwards

Begin forwarded message:

**From:** Jason Benitez <[no-reply@zohoinvoice.com](mailto:no-reply@zohoinvoice.com)>  
**Subject:** Invoice from Elite General Contracting (Invoice#: INV-000121)  
**Date:** January 20, 2016 at 2:56:35 PM CST  
**To:** [jedwards601@mac.com](mailto:jedwards601@mac.com)  
**Reply-To:** [elitegctx@yahoo.com](mailto:elitegctx@yahoo.com)

Dear Customer,

Thanks for your business.

The invoice INV-000121 is attached with this email. You can choose the easy way out and [pay online for this invoice](#).

Here's an overview of the invoice for your reference.

Invoice Overview:

Invoice # : INV-000121

Date : 20/01/2016

Amount : \$19,006.31

It was great working with you. Looking forward to working with you again.

Regards

Elite General Contracting



## Barbara Friedrich

---

**From:** Johnnie Edwards <jedwards601@me.com>  
**Sent:** Thursday, September 10, 2015 1:59 PM  
**To:** Barbara Friedrich  
**Subject:** Grant for 525 Saint Joseph

I am writing to give an update on our progress. We hit some unexpected delays with the rain in the spring and early summer, as a result our contractor was behind on other jobs and he pushed the St Joseph building back about six weeks. We have managed to get the majority of window frames painted at this point. In addition, the brick veneer has been painted. We are waiting now on the City to hook up power to another business in town who will be wood carving our outside mahogany veneers and columns. This has been a month long delay as the City has to install a power pole at this business location in order for the wood planer and other machinery to work. The exterior crown molding is now in and waiting for installation as soon as the columns are in place. Removal of the awning and reinstall of the walkout balcony has also been delayed due to the neighboring building power line. It has been very frustrating, but we are still moving along with our plan of renovation and restoration. Thank you.

Begin forwarded message:

**From:** Johnnie Edwards <[jedwards601@me.com](mailto:jedwards601@me.com)>  
**Subject:** Grant for 525 Saint Joseph  
**Date:** February 26, 2015 2:31:15 PM CST  
**To:** [mainstreet@cityofgonzales.org](mailto:mainstreet@cityofgonzales.org)

Thank you for your time and attention to this matter of the Grant I received for outside renovation of the building located at 525 Saint Joseph St. Due to the contractor's scheduling, we have been unable to begin the outside construction project. I am requesting an extension of time to begin that project, as the contractor indicates the job will not be started for approximately 90 days from today, giving a start date near Memorial Day in May 2015.

We have completed the electrical relocation project, however, and that paperwork and proof of payment will be forthcoming.

Thank you again,

Johnnie Edwards

**ELITE GENERAL CONTRACTING**

622 Ridgemont Lane

Gonzales, TX. 78629

Phone: 830-263-1744/203-9573

Email: elitegc@yahoo.com

Proposal submitted to	LARRY & JENNIFER EDWARDS	Job name	BALCONY FOR KATZ.	Ref #	
Address :					

Proposal #		Proposal valid till date #		Number of pages	
------------	--	----------------------------	--	-----------------	--

We hereby submit specifications and details for: DEMO OF EXISTING AWNING. CONSTRUCTION OF BALCONY / WALKING DECK AS PER PLAN. INSTALL OF BACK HANGER WHICH WILL ANCHOR TO FRONT OF EXISTING STRUCTURE. WALKING DECK TO REST UPON LVL BEAMS WHICH WILL ANCHOR TO STEEL POST ANCHORED TO CONCRETE. WALKING DECK WILL BE CONSTRUCTED OF WOOD T&G PLANKS. BALCONY WILL BE COVERED. COVER WILL ALSO BE CONSTRUCTED USING LVL BEAMS. ALSO BACK LEASURE BOARD ANCHORED TO EXISTING STRUCTURE. ALL EXTERIOR FACAD WILL BE CONSTRUCTED USING HARDI MATERIAL. STRUCTURE WILL BE PAINTED TO CUSTOMERS PREFERENCE. ALL ASPECTS OF PROJECT WILL BE PERMITTED AS PER- ACCORDANCE TO CITY CODES.

We hereby propose to furnish material and labor to complete the job as per the above specifications for a sum of:

US\$ 28,000.00 (In figures) US\$ \_\_\_\_\_

With the terms of payments as follows: TO BE DISCUSSED WITH CUSTOMER.

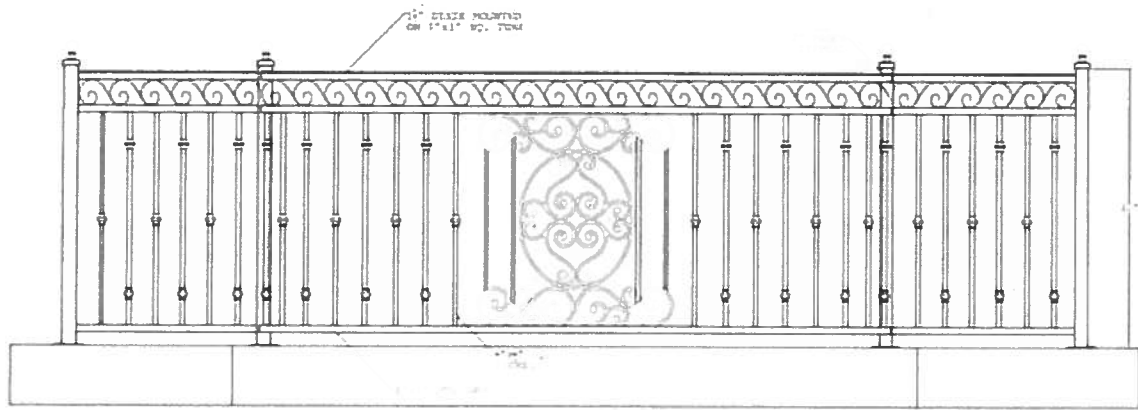
Please revert for any clarification / further details.

Authorized Signatory: Name VASON N. BENTLEY Signature: 

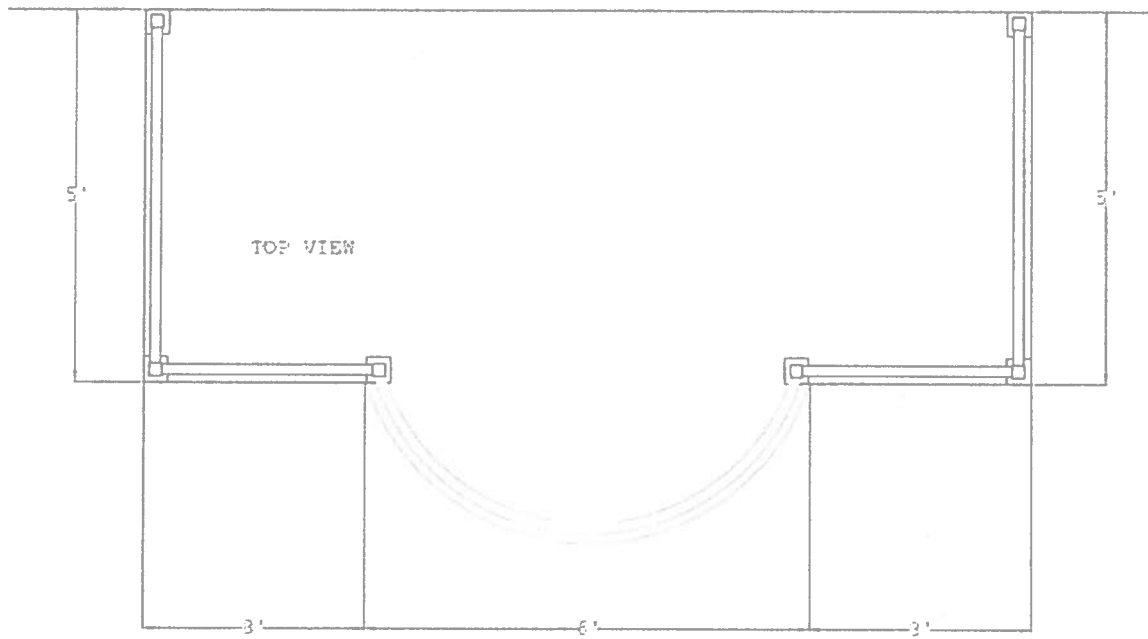
**Acceptance of Proposal**

I/We have reviewed your proposal and hereby indicate our acceptance of the same, as per the details, specifications and amounts mentioned in the proposal form. I/We agree to the proposed terms of payment and will release the funds as per agreed herein.

Authorized Signatory: Name \_\_\_\_\_ Signature: \_\_\_\_\_ Date \_\_\_\_\_



HOUSE



HOTEL OCCUPANCY TAX USE GUIDELINES  
UNDER TEXAS STATE LAW AND FUNDING APPLICATION FORM

**State Law:** By law of the State of Texas, the City of Gonzales collects a Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts and inns. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention hotel industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

- a. **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention facilities or visitor information centers, or both;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f. **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or it vicinity.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
  - 1. the commercial center of the city;
  - 2. a convention center in the city;
  - 3. other hotels in or near the city; or
  - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

**City Policy:** The City of Gonzales accepts applications from groups and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application two weeks prior to the Tourism Committee Meeting which is held on the second Thursday of the month. The application will be reviewed by the Gonzales Tourism Committee at the earliest possible regularly scheduled meeting. The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified one week prior to the meeting of the time and place for the review. City Council will have final approval for any application requesting over \$2,500.00. The Gonzales Tourism Committee will make a recommendation to the City Council. The City Council will make the final decision on your request. You will be notified when City Council will address your request. Attendance is required.

**Eligibility and Priority for Hotel Tax Funds:** Priority will be given to those events and entities based on their ability to generate overnight visitors to Gonzales. The amount that you are requesting should not exceed more than 25 percent of the gross amount of hotel night revenue that you are predicting that will be created or sustained by your event. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the event requesting hotel tax funds;
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event; and/or**
- d) **examples of marketing of the programs and activities that are likely to generate encourage overnight visitors** to local lodging properties.

**Use of Local Vendors:** The Gonzales Tourism Committee encourages all event organizers to patronize Gonzales businesses for food, supplies, materials, printing, etc.

**Use of Revenues from Event:** A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the City of Gonzales's funding of a particular event.

**Supplemental Information Required With Application:** Along with the application, please submit the following:

See Attached Proposed Marketing Plan for Funded Event  
Main Street Concert Series, June 3, 10, 17, & 24, 2016 and Star Spangled Banner –July  
4, 2016 Schedule of Activities or Events Relating to the Funded Project

Submit to: City of Gonzales  
Attention: Tourism Advisory Committee  
P. O. Box 547  
Gonzales, Texas 78629  
830-672-2815

For Questions Contact: Genora Young  
President and CEO  
Gonzales Economic Development Corporation  
P. O. Box 547  
Gonzales, Texas 78629  
830-672-2815

# APPLICATION

## Organization Information

Date: January 6, 2016  
Name of Organization: Gonzales Main Street, Inc.  
Address: P. O. Box 547  
City, State, Zip: Gonzales, Texas 78629  
Contact Name: Barbara Friedrich  
Contact Phone Number: 830-672-2815  
Web Site Address for Event or Sponsoring Entity: Cityofgonzales.org  
Is your organization: Non-Profit 501c3 Private/For Profit  
Tax ID #: 74-2501998 Entity's Creation Date: 1988  
Purpose of your organization: Revilitazation and Restoration of the downtown area.

Name of Event or Project: Main Street Concert Series and Star Spangled Spectacular  
Date of Event or Project: June 3, 10, 17, 24, and July 4, 2016  
Primary Location of Event or Project: Confederate Square, Gonzales, Texas  
Amount Requested: \$10,000.00  
How will the funds be used? Funds will be used for advertising the event outside of a 50 mile radius. Radio advertising will be at KOKE-FM, Thorndale; KAMX, Luling; KVET-FM, Austin, KTTX, Brenham; KNBT, New Braunfels; KBUK, La Grange; KULM-FM Columbus, KULM-FM Columbus, KCYY, San Antonio; KSMG, Seguin, KIOX-FM, Edna; KCAF-FM, Kenedy; KNAL, Port Lavaca, KIXS, Victoria, KULP 1390AM, El Campo; KYKM, Majic Tejano in Victoria, KXTN Tejano 107.5 in San Antonio, Yoakum, KTXM, Hallettsville and KKYX 680 AM, San Antonio. Funds will also be used for rack cards and posters.

Primary Purpose of Funded Activity/Facility: To provide family friendly entertainment to the community and visitors.

## Percentage of Hotel Tax Support of Related Costs

5% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

\_\_\_\_\_ 0 \_\_\_\_\_ Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for \_\_\_\_\_ the Funded Event.

\_\_\_\_\_ 0 \_\_\_\_\_ Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities \_\_\_\_\_ N/A \_\_\_\_\_

**Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:**

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**



---

---

**Sporting Related Event Funding:**

If the event is a sporting related function/facility: How many individuals are expected to participate? \_\_\_\_\_

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? \_\_\_\_\_

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?  
\_\_\_\_\_

**Questions for all Funding Requests:**

How many years have you held this Event or Project: 7<sup>th</sup> annual concert series

Expected Attendance: average of 1,000 per night

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 20-40 per event

How many nights will they stay? one

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

How will you measure the impact of your event on area hotel activity?

We will contact motel/bed and breakfast owners and track impact through social media. Observation during the concerts as well. The Main Street Board will be conducting a survey at each event.

Please list other organization, government entities and grants that have offered financial support to your project: Private and corporate sponsors.

---

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising \_\_\_\_\_ Newspaper X Radio X TV \_\_\_\_\_

Press Release to Media X Direct Mailing to out of town recipients X

Other \_\_\_\_\_ Social media \_\_\_\_\_

What areas does your advertising and promotion reach?

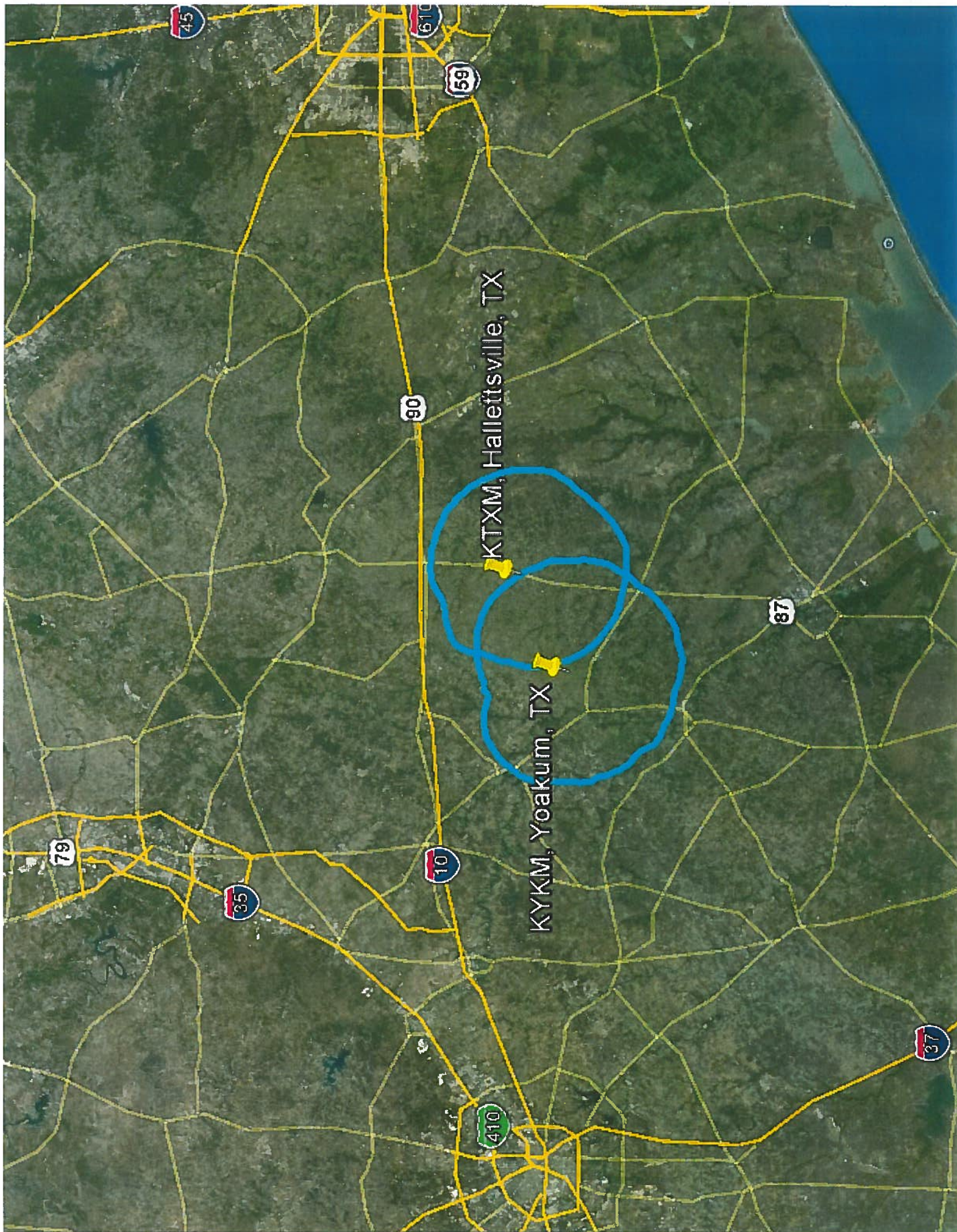
People living and working within an 80 mile radius.

What number of individuals will your proposed marketing reach that are located in another city or county? One million plus

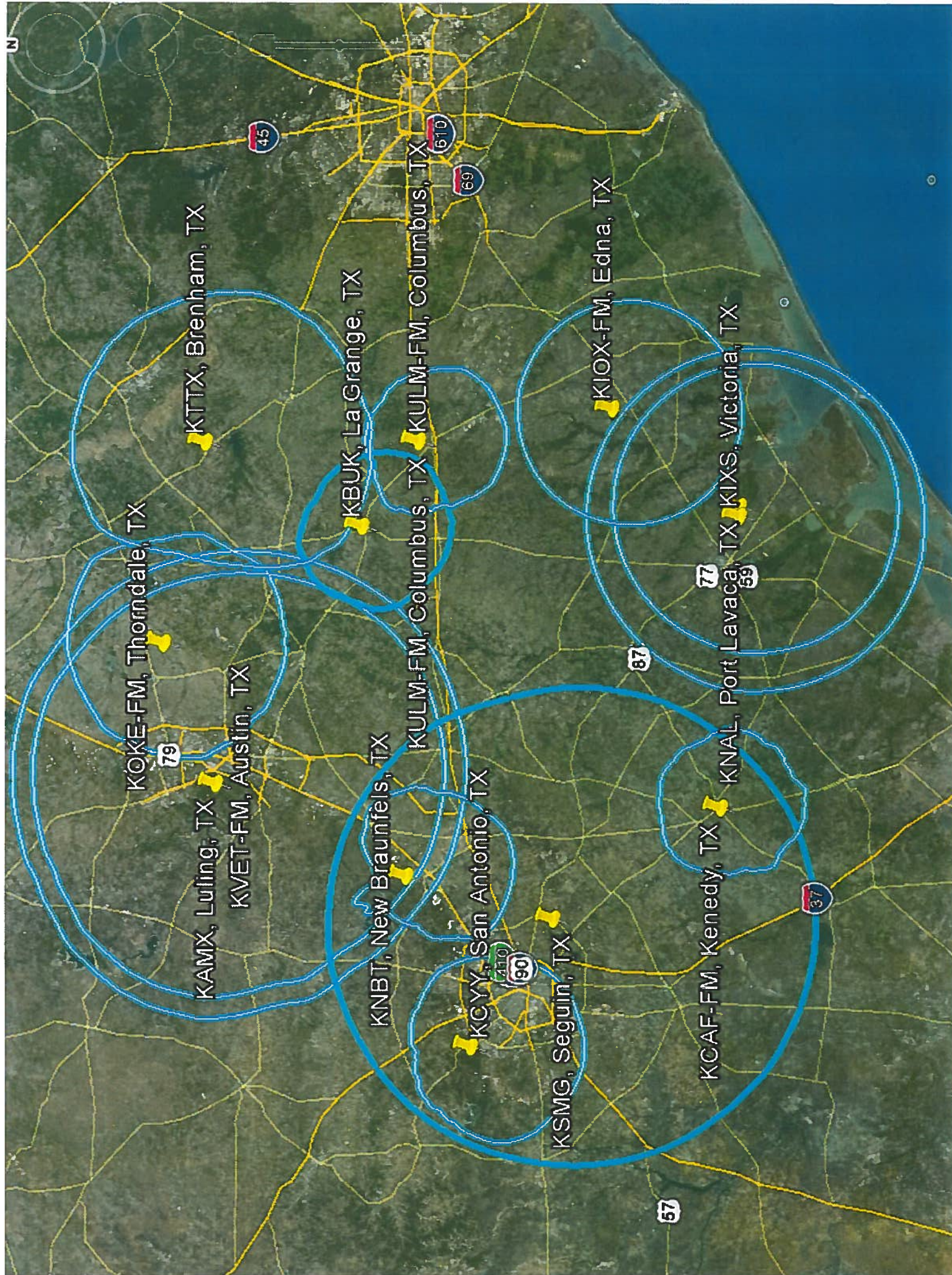
(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: 5,000 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: \_\_\_\_\_)







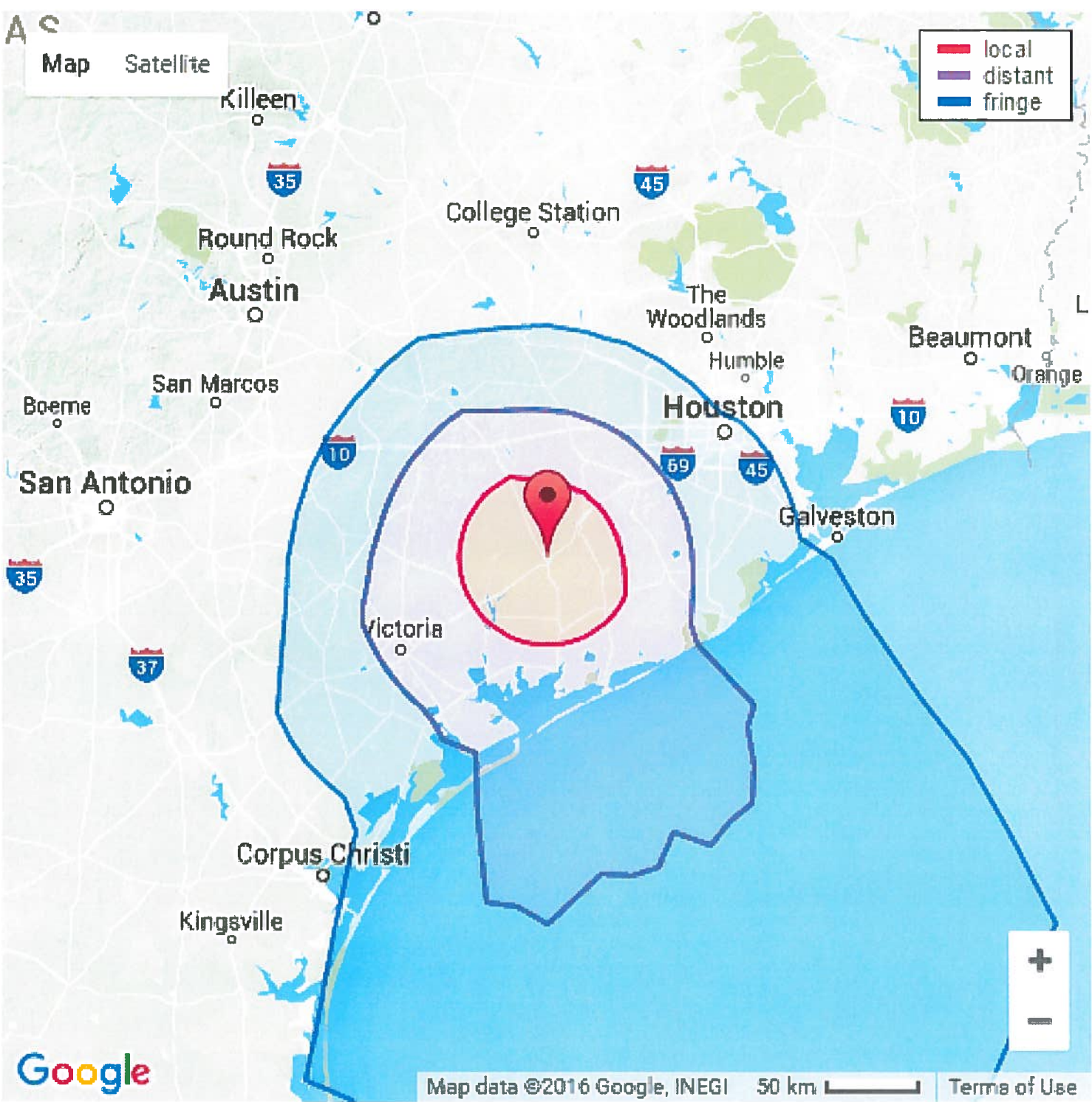




Predicted Daytime Coverage Area for KKYX 680 AM, San Antonio, TX



Predicted Daytime Coverage Area for KULP 1390 AM, El Campo, TX





Gonzales Main Street Concert Series  
Survey  
June 3, 2016

Demographic Profile of Guests			
1	No. of persons in your group	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> or more <input type="checkbox"/>	No of Adults _____ No of Children _____
2	Do You live locally or out of the area	Locally <input type="checkbox"/>	Outside Area <input type="checkbox"/>
3	If out of the area, are you lodging in a hotel/motel	Yes <input type="checkbox"/> <b>Total Costs of Lodging:</b> ≤ \$75.00 <input type="checkbox"/> \$76.00 to \$100.00 <input type="checkbox"/> \$101.00 to \$125.00 <input type="checkbox"/> 125.00 to \$150.00 <input type="checkbox"/> ≥\$15.000 <input type="checkbox"/>	No <input type="checkbox"/>
4	Will/did you dine in City before or after tonight's event	Yes <input type="checkbox"/>	No <input type="checkbox"/>
5	Estimated spending	\$0 <input type="checkbox"/> ≤ \$15.00 <input type="checkbox"/> \$16.00 to \$30.00 <input type="checkbox"/> \$31.00 to \$55.00 <input type="checkbox"/> \$56.00 to \$75.00 <input type="checkbox"/> ≥\$76.00 <input type="checkbox"/>	
6	Would you like to be contacted about information on upcoming Gonzales events? If so, please provide e-mail address.	Yes <input type="checkbox"/>	E-mail address _____ _____

# Core Values

- 1) Teamwork / Efficiency
- 2) Integrity / Accountability
- 3) Innovation
- 4) Professionalism / Excellence
- 5) Community / Service



## Barbara Friedrich

---

**From:** Texas-ms-mgrs-l <texas-ms-mgrs-l-bounces@lists.thc.state.tx.us> on behalf of Debra Drescher <debra.drescher@thc.state.tx.us>  
**Sent:** Tuesday, September 22, 2015 8:52 AM  
**To:** Sarah O'Brien; texas-ms-mgrs-l@lists.thc.state.tx.us  
**Subject:** [Texas-ms-mgrs-l] Re: Core Values  
**Attachments:** ATT00001.txt

They would be different from a local program's, but ours are here, just FYI. We developed them at our staff retreat last year.

<http://www.thc.state.tx.us/preserve/projects-and-programs/texas-main-street/about-texas-main-street-program>

### Core Values

Through strong belief that historic commercial resources and their appropriate preservation is a major contributor to the overall economic, social and cultural vitality of a community, the staff of the Texas Main Street Program shall exhibit great passion, interest and enthusiasm for assisting local stakeholders as they revitalize their historic town centers. To that end, we view ourselves as public servants working in harmony to help local communities meet their objectives. We will strive to provide highly effective individualized services to our designated programs in a team-centered approach.

---

**Debra Drescher**  
State Coordinator  
Texas Main Street Program  
Texas Historical Commission  
P.O. Box 12276  
Austin, Texas 78711-2276  
Office: (512) 463-5758  
Cell: (512) 348-1331  
[www.thc.state.tx.us](http://www.thc.state.tx.us)



---

**From:** Texas-ms-mgrs-l [<mailto:texas-ms-mgrs-l-bounces@lists.thc.state.tx.us>] **On Behalf Of** Sarah O'Brien  
**Sent:** Tuesday, September 22, 2015 8:07 AM  
**To:** [texas-ms-mgrs-l@lists.thc.state.tx.us](mailto:texas-ms-mgrs-l@lists.thc.state.tx.us)  
**Subject:** [Texas-ms-mgrs-l] Core Values

I am looking for samples of other program's Core Values. If you are a big fan of yours and you don't mind sharing I would love to see them 😊

Thanks,

Sarah E. O'Brien  
Tourism & Promotions Director

**GONZALES MAIN STREET ADVISORY BOARD**  
**Budget FYE 2016**

Category Description	Budget FYE 2015		Actual 01/01/2015 12/31/2015		FYE 2016 Proposed Budget
<b>INCOME</b>					
Donations	3,000.00		0.00		3,000.00
Fundraisers	1,000.00		0.00		1,000.00
Happy Fall Ya'll	0.00		0.00		0.00
Incentive Grant Fund Receipts	85,852.78		75,000.00		75,000.00
Santa's Market	1,000.00		705.00		1,000.00
Summer Concert Series	32,500.00		27,575.22		28,200.00
Winterfest (Christmas Decoratio	1,000.00		328.00		500.00
<b>TOTAL INCOME</b>	<b>124,352.78</b>		<b>103,608.22</b>		<b>108,700.00</b>

<b>EXPENDITURES</b>					
Advertising	0.00		0.00		0.00
Banners	0.00		365.47		0.00
Board Training	100.00		53.23		100.00
Business Seminars	300.00		177.18		200.00
Beautification	0.00		0.00		0.00
Christmas Decorations	6,500.00		141.80		3,440.00
Downtown Project			0.00		0.00
Gifts	0.00		0.00		0.00
Happy Fall Ya'll	0.00		836.58		0.00
Incentive Grant	50,000.00		81,539.52		75,000.00
Lighting Project (Confederate sq)	2,000.00		0.00		0.00
Postage	0.00		0.00		50.00
Preservation Week	0.00		0.00		0.00
Supplies	500.00		0.00		200.00
Promotional	0.00		0.00		0.00
Summer Concert Series	32,500.00		34,399.98		28,200.00
Volunteer Appreciation	200.00		361.33		400.00
Webb Design	0.00		0.00		0.00
Winterfest	500.00		757.42		800.00
Legal Prof Fees	260.00		231.19		260.00
Sales Tax	50.00		25.69		50.00
<b>TOTAL BUSINESS EXPENSES</b>	<b>92,910.00</b>		<b>118,889.39</b>		<b>108,700.00</b>

Business Development Grant Program	29,404.60
Beautification Account	0.00
Main Street Regular Account	9,598.41
<b>Fund Balance As of 12/31/2015</b>	<b>39,003.01</b>

**GONZALES MAIN STREET ADVISORY BOARD**

Concert Series 2016

**Proposed Budget FYE 2016**

<b>Category Description</b>	<b>Budget FYE 2015</b>		<b>Actual 01/01/2015 12/31/2015</b>		<b>FYE 2016 Proposed Budget</b>
<b>INCOME</b>					
Sponsorships	30,000.00		25,400.00		26,000.00
Tourism	5,000.00		5,000.00		15,000.00
Booth Spaces	1,800.00		1,885.00		2,000.00
T-Shirt/Koozies Sales	500.00		190.00		200.00
BBQ Cook-off	0.00		0.00		0.00
50/50	200.00		0.00		0.00
<b>TOTAL INCOME</b>	<b>37,500.00</b>		<b>32,475.00</b>		<b>43,200.00</b>

<b>EXPENDITURES</b>					
Bands	18,000.00		16,800.00		22,000.00
Sound System	1,800.00		2,700.00		1,900.00
Mr. B Fireworks	15,500.00		15,500.00		15,500.00
T Shirts	1,000.00		1,016.62		1,000.00
Banners/signs	1,000.00		3,615.03		1,000.00
Stage	500.00		0.00		500.00
Snacks for volunteers	0.00		0.00		0.00
Meals for Bands	100.00		0.00		100.00
Drinks/Supplies	350.00		564.23		800.00
Koozies	0.00		344.00		400.00
Vendor Refund	0.00		85.00		0.00
Cashier check charge	0.00		0.00		0.00
<b>TOTAL BUSINESS EXPENSES</b>	<b>38,250.00</b>		<b>40,624.88</b>		<b>43,200.00</b>

# **GONZALES MAIN STREET 2016 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 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		



## The Main Street Four Point Approach®

As a unique preservation-based economic development tool, the Main Street Four Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

For the longest time, we all waited for a white knight to ride into town and fix the problem. But the Main Street people made us realize that the only way to get it done right was to do it ourselves.”  
Russell Thomas, mayor of Americus, Georgia

The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

Through education, training, case-studies, and peer-to-peer learning, the National Main Street Center can equip your community with the tools it needs for long-term, comprehensive, preservation-based community revitalization.

Also read [The Eight Guiding Principles](#)

### Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. The most effective Main Street programs get everyone working toward the same goal. With this level of collaboration, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.



### Promotion

Promotion takes many forms, but the goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region. The techniques we teach, and the variety of tools at your disposal, will help to rekindle the vitality of your community. Promotions communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors.



### Design

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors while preserving a place's historic character. Successful Main Streets take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping,



merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Popular design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

### Economic Restructuring

Through economic restructuring, we can show you how to strengthen your community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Many Main Street programs also achieve success through creative reuse of historic properties. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.



**Financial Statement  
November 30, 2015  
Gonzales Main Street, Inc.**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 10/31/2015				9,574.67
11/10/2015	ATM	W B Bar & Ranch	Winterfest	-8.09
11/16/2015	ATM	W B Bar & Ranch	Winterfest	-26.36
11/18/2015	ATM	A Line Auto	Winterfest	-4.84
11/19/2015	ATM	Wal Mart	Winterfest	-18.93
11/25/2015	ATM	Wal Mart	Winterfest	-9.88
Balance as of 11/30/2015				<u>9,506.57</u>

**Business Improvement Grant  
November 30, 2015**

<b>Date</b>	<b>Num</b>	<b>Description</b>	<b>Category</b>	<b>Amount</b>
Balance as of 10/30/2015				29,404.60
Balance as of 11/30/2015				<u>29,404.60</u>

**Financial Statement  
December 31, 2015  
Gonzales Main Street, Inc.**

Date	Num	Description	Category	Amount
Balance as of 11/30/2015				9,506.57
12/03/2015	ATM	W B Bar & Ranch	Winterfest	-19.78
12/03/2015	1949	Running M Bar & Grill	Winterfest	-100
12/03/2015	1950	Bill Eli	Winterfest	-200.00
12/03/2015	1951	Tom Hamilton	Winterfest	-200.00
12/04/2015	ATM	A-Line Auto	Winterfest	-9.19
12/04/2015	ATM	Wal Mart	Winterfest	-16.88
12/08/2015	1902	Personal Impressions	Winterfest	-97.93
12/08/2015	1903	Gonzales Building Center	Winterfest	-21.38
12/08/2015	1904	Del De Los Santos	Rimbursement	-11.08
12/08/2015	1950	Arnett Marketing	Winterfest	-141.80
12/11/2015	DEP	Deposit	Santa's Market	565.00
12/11/2015	DEP	Deposit	Silent Auction	328.00
12/15/2015	ATM	Lynn Theater	Winterfest	-40.00
Balance as of 12/31/2015				<u>9,541.53</u>

**Business Improvement Grant  
December 31, 2015**

Date	Num	Description	Category	Amount
Balance as of 11/30/2015				29,404.60
Balance as of 12/31/2015				<u>29,404.60</u>