

ELECTRIC ACTIVITY REPORT FOR NOVEMBER, 2025

Read and Leave On: 103 Village Dr. #37, 110 River, 409 N. LaGrange, 404 E. Bowie #A, 406 E. Bowie #A, 512 Devall, and 206 E. Second St.

Turn On: 414 S. Texana, 301 E. Second St., 416 S. Ridge, 814 E. First, 1624 N. Texana, and 204 E. Second

Cut offs for Non-Payment and turn back on. Per List

Re-Reads: 104 N. Ridge, 208 N. Texana, 107 E. Park, 703 Kroschel 1-A, 903 Donna Dr., 700 E. Fifth, 922 S. Main #C, 203 Kelly #B, 101 W. Bowie, 1608 N. Texana, 502 N. Glendale, 118 Suffolk, 700 N. Dowling, 1469 E. Cemetery Rd., 202 E. Second upstairs, 820 W. Fairwinds #A & #C, and 306 S. Glendale

Turn Offs and Finals: 500 Page, 510 Walnut, 107 Fink Dr. #8, 202 S. Russell, 211 US Hwy 77 South #8, 106 Walnut #205, 501 Walnut #A and #A, 205 Crockett, 103 Village Dr. #11 and #15, 307 N. Market, 801 E. First, 112 Dodge, 306 Jerry, 617 W. Fairwinds, and 106 Walnut #304

Door Hangers: 703 Kroschel

Repaired Street Lights: 109 Rogers, 202 Paulus, 301 Moore, 206 Dowling, 309 S. Glendale, and 1412 E. Cemetery Rd., 1621 N. Texana, intersection of Fourth and Alma, intersection of Fifth and S. Texana.

Change out electric meters: None

Trimmed and chipped limbs: None

Non-read electric meters: 56

Read Book 15 Electric meters.

Read meters with the vehicle read.

Cut tree from service line on Circle Dr.

Put up new electric meters in storeroom.

Repaired power outage 509 Moore St.

Put Christmas lights on Courthouse.

Repaired power outage at 405 N. Ridge.

Disconnect and reconnect 405 E. Bowie.

Took power outage at Sacred Heart Church to repair transformer bank.

Repaired power outage at 201 Hessler.

Prepared inventory sheets for project 6-B and 7-A.

Used digger to set trash pump on the cat walk at the Wastewater Treatment Plant.

Worked on Christmas lights on the tops of the buildings around the square.
Did employee evaluations for the Electric Dept.
Made pole changeout list for 2026.
Met with McCord Engineering reference 2026 pole changeout.
Located lines as needed.
Attended online meeting with LCRA reference breakers at Hallettsville City Substation.
Researched material to repair siren at the Fire Station.
Troubleshoot electric problem at Miller Lift Station and repair.
Install power boards at Courthouse for Festival of Lights.
Topped trees on E. Fifth St. for new primary line.
Repaired timers on Christmas lights on the square.



Eugene Mikush, Jr.
Electric Supervisor

November 2025, REPORT FOR WATER & WASTEWATER DEPT.

Checked the water well sites and recorded the water pumped and the chlorine used at the well sites daily.

Checked and recorded the chlorine residual in the distribution system daily.

Flushed dead end water mains monthly.

Collected monthly water samples from the distribution system and drove them to the lab in Victoria for testing.

Took full chlorine bottles to the water well sites and brought the empty bottles back to the Wastewater Treatment Plant.

Got the re-reads and non-read meters for the month.

Made several cross-connection inspections.

Cut off and turned on customer services for leaks, repairs, and non-payments.

Performed various line locates as requested.

Checked various water meters and replaced registers and MXU's per work orders.

Helped at Wastewater Treatment Plant as need.

Check water leak at 309 S Ridge St, customer side leak.

Pump out sludge from old clarifier at WWTP.

New water labor training.

Repair 2" water leak at WWTP.

Meeting with Mercer Controls at WWTP for chlorination process.

Take out concrete wall in drying bed at WWTP.

Patch holes in storage tank at WWTP.

Clean up around WWTP.

Check water meter at CR 128.

Replace manhole lid and insert at 203 Mulberry.

Start bypass at WWTP.

Fix toilet in women's restroom at Fire Station.

Christmas lights around the square.

Employee Insurance at Public Works.

Turn water off per customer leak at 501 N Glendale.

Pre-construction meeting over Ridge St water well.

State samples from Well Sites.

Repair 1 1/4" water leak at 603 E Fourth St.

Cla-Val replaced at West Well.

Employee Evaluations.

Pickup drying beds at WWTP.

Employees sign evaluations.

Check water meter for high usage at 805 N Main.

Cut water off at 406 S Ridge.

Replace battery in #119.

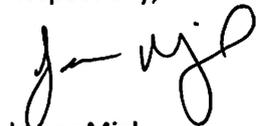
Unload new clarifier well at WWTP.

Inventory.

Change out 3/4" cutoff at 104 Kessler.

Cut water off at 805 N Main.

Respectfully,



James Migl

Water Wastewater Supervisor

MONTHLY REPORT
NOVEMBER 2025
WASTEWATER TREATMENT PLANT

Complete DMR monthly report to TCEQ

Clean bar screen daily am/pm.

Check blowers daily keep on rotation, lubricate, clean filters on regular schedule.

Take grab samples of effluent, test for levels of CL₂, PH. and D.O. daily.

Check daily flow of plant

Clean plant, weirs and supernater two to three times weekly

Inspect lift stations, clean floats and wash.

Wash Clarifiers

Fill drying beds with sludge and rake and haul in roll-off when dry.

Level drying beds with layer of sand when needed.

Check Chlorine bottles daily and replace when empty.

Order Chlorine bottles when supply is low for wastewater and water.

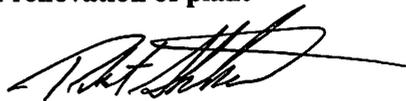
Take effluent composite samples weekly to B-environment for test of BOD and TSS.

Take effluent grab sample to Victoria twice per month to test for E-Coli

Average flow for the month of November was 197000 gallons per day.

Take water samples to lab for water department

Working with Mercer Construction on renovation of plant



Robert Stratmann
Wastewater Treatment Plant Opr.

NOVEMBER, 2025, ACTIVITY REPORT FOR STREET DEPT.

- **Cut and removed trees and limbs and disposed of:**

Swept leaves and cleaned around the square.

Cut trees in the Golf Course and hauled off.

Swept and cleaned leaves around City Hall.

Picked up downed tree on E. Fourth by the phone office.

Cut down trees on E. Fifth St. for Electric Dept. to run a new line, chipped and hauled off.

- **Picked up dead animals and disposed of:**

Picked up dead deer on W. Fairwinds and disposed of.

Picked up dead possum on S. Main and disposed of.

Picked up dead deer on W. Fairwinds and disposed of.

Picked up dead squirrel and disposed of.

Picked up dead possum on Main St. and disposed of

- **Help other Departments:**

- **Patched Pot Holes and repaired dug up areas from leaks and taps:**

Patched potholes on Crockett St.

Patched pot holes at 600 E. Fifth St.

Check several areas for potholes.

Repaired pot holes at the intersection of Jeniffer and Page.

Patched potholes on Alma St.

Patched pot holes on River St.

Patched pot holes on E. Second St.

Patched potholes on Jerry and Moore.

- **Other work performed:**

Repaired stop sign at Front and Fourth.

Repaired stop sign at Fifth and S. Main.

Shredded old Little League Field.

Finished mowing the ditches at across from the Jr. High.

Repaired two weed eaters and trimmed the ditches at the railroad property.

Pushed brush at the Transfer Station.

Helped Penny clean the sign room.

Cleaned truck.

Mowed at Golf Course.

Worked on Christmas lights on the square.

Put up Christmas lights on the square.

Picked up Blue Bell dump truck at the Wastewater Treatment Plant.

Pulled trash in the Park and Golf.

Picked up damaged bench in the Park and hauled to the Pole Yard.
Picked up tire in front of Crossroads Bank.
Cleaned curbs on Kessler St.
Repaired sign on Donna Dr.
Took loader to Lavaca Farm Equipment for tire repair.
Picked up loader from Lavaca Farm Equipment and took it back to the Pole Yard.
Pulled trash in the Park and Gold Course.
Put out ant bate on Fifth St.
Went to interview for Street Laborer position.
Cleaned drop inlets around town.
Put out traffic cones and barricades round the square for the Festival of Lights.
Pulled trash on the square.
Picked up trash barrels from the square used for Festival of Lights.

Thank you,

A handwritten signature in blue ink that reads "Keith Bell". The signature is written in a cursive, flowing style with a large initial "K".

Keith Bell
Grounds Maintenance Supervisor

NOVEMBER 2025 ACTIVITY REPORT PARK/GOLF

Mowing:	Trash Pick up: (# of cans)
Park	Square (12)
Basketball	Park (6)
FM 957	Little League (15)
American Legion	Basketball (1)
Park creek	Soccer (4)
77N Ditch	Pavilions (4)
Chamber	Garden Center & Youth Center (4)
Ridge Well	Golf Course (7)
Industrial	Total= 53 cans
Soccer	
Parking Lot	Restrooms:
Little League	Park
West Well	Little League
West Tower	Airport
Y-Intersection	
Library	Mowing cont.:
Golf Course	Alma Gary Lift Station
Public Works	Work Force
Fire Station	Waste Water Plant
Memorial	Airport (Last mowing 4/2/2025)
Jr. High	Voskamp Lift Station

Cleaned sign room.
 Typed monthly Report.
 Typed inventory sheet for the signs.
 Took herbicide class online.
 Patched potholes on Crockett St.
 Turned off wells at the Park per Keith's request.
 Picked up trash on the square.
 Removed all trash barrels from the Soccer Field.
 Watered and weedeated the Park.
 Hung Christmas lights on the Square.
 Turned the wells on in the Park per Keith's request.
 Filled potholes on Glendale and Fifth Streets.
 Cut down and chipped trees on Fifth St. for the Electric Dept. to run a new primary power line.
 Cut grass for the Festival of Lights parade route.
 Put out extra trash barrels for the Festival of Lights.
 Picked up trash and barrels from the Festival of Lights.
 Removed cypress trees from the pond in the Park.
 Worked on Greens Mower.
 Swept parade route for the Festival of Lights.
 Cleaned the curbs on Kessler St.

Cleaned curbs on LaGrange St.

Mowed the greens in the Golf Course daily.

Went to San Antonio to drop off and pick up Vermeer Chipper from repairs.

Respectfully,

A handwritten signature in blue ink, appearing to read "Keith Bell". The signature is fluid and cursive, with the first name "Keith" being more prominent than the last name "Bell".

Keith Bell

Maintenance Supervisor

HALLETTSVILLE POLICE DEPARTMENT

Arrests - By Officer

11\01\2025
thru 11\30\2025

Officer	Arrests	Male	Female	White	Black	Indian	Asian	Unknown
HENGST, KYLE	3	3	0	2	1	0	0	0
JOHNSON, RODERICK	1	1	0	1	0	0	0	0
MONTANTES,	4	3	1	2	2	0	0	0
YANCEY, HARRISON	1	1	0	0	1	0	0	0
Total	9	8	1	5	4	0	0	0

HALLETTSVILLE POLICE DEPARTMENT

Arrests - By Violation

11\01\2025
thru 11\30\2025

Violation	# of Offenses
ASSAULT CAUSES BODILY INJURY FAMILY MEMBER	1
BURGLARY OF A VEHICLE	1
CONTINUOUS VIOLENCE AGAINST THE FAMILY	1
DRIVING WHILE INTOXICTED-OPEN ALCOHOL CONTAINER (M-B)	1
POSS CS PG 1/1B < 1G	2
POSS CS PG 2 < 1G	2
POSS MARIJUANA < 2OZ	1
RESIST ARREST SEARCH OR TRANSPORT MA	1
UNLAWFULLY CARRYING A WEAPON	1
WARRANT/CAPIAS ARREST-OTHER JURISDICTION	1
Total Violations	12
Total Arrests	9

HALLETTSVILLE POLICE DEPARTMENT

Calls - By Type

11\01\2025
thru 11\30\2025

Type	Description	# Of Calls
1186	911 HANGUP	1
1176	ABANDONED VEHICLE	1
1164	ACCIDENT	8
111	ACCIDENT-PRIVATE PROPERTY	1
82	ADDITIONAL INFO. ON CASE	4
61	ALARM CALL (BUSINESS OR RESIDENCE)	2
141	ANIMAL BITE (NON-DOMESTIC)	1
24	ANIMAL CALL-DOMESTIC	22
79	ANIMAL CALL-NON DOMESTIC	1
1	ASSAULT	1
3	BURGLARY	1
53	BURGLARY OF MOTOR VEHICLE	1
142	CITY ORDINANCE VIOLATION	3
62	CIVIL/DOMESTIC RELATED	9
6	CLOSE PATROL/HOUSEWATCH	1
1194	COMMUNITY OUTREACH	1
54	CPS REFERRAL	1
21	CRIMINAL MISCHIEF	1
33	CRIMINAL TRESPASS	1
74	DAMAGE TO PROPERTY	1
56	DISTURBANCE	5
112	DOCUMENTATION OF INFORMATION	6
1165	DONATION TO PD	1
38	DRUG RELATED	3
65	ESCORT REQUEST	6
110	FIRE RELATED-NON RES/BLDG.	1
1188	HIT AND RUN	4
1195	K-9 MTR VEH STOP - WARNING	1
100	MENTAL HEALTH INTERVENTION	1
26	MISCELLANEOUS INFORMATION	1
1180	MOTORIST ASSIST	3
120	MTR VEH STOP - WARNING	135
119	MTR VEH STOP-CITATION	35
1167	OPEN RECORDS REQUEST	3
1185	OPERATION LONE STAR	5
23	OTHER AGENCY ASSIST	17
73	PROPERTY CHECK	3
50	PROPERTY LOST/FOUND/RECOVERED	4
22	PUBLIC ASSIST	2
126	PUBLIC INFORMATION REQUEST	6
31	RECKLESS DRIVER/DRIVING	4
1143	REPEATER CHECK	23
1144	SCHOOL WALK THRU/CAMPUS CHECK	16
118	SEX OFFENDER REGISTRATION	4
63	SHOTS FIRED	1
46	SUSPICIOUS ACTIVITY/PERSON	12
55	TRAFFIC HAZARD	1
11	TRAFFIC RELATED CALL	2
25	VEHICLE UNLOCK	3
69	WARR ARREST-LOCAL JURISDICTION	1

Type	Description	# Of Calls
71	WARRANT CLEARED WITH COURT	2
66	WARRANT-ATTEMPT TO SERVE	20
42	WELFARE CONCERN	1
	Total	394

HALLETTVILLE POLICE DEPARTMENT

Calls - By Officer

11\01\2025
thru 11\30\2025

Badge No - Officer	# Of Responses	Initial Unit	Secondary Unit
	1	1	0
506 - HENGST, KYLE	89	85	2
HENSLEY,	19	19	0
502 - HILL, SGT. CHRISTOPHER	40	38	1
504 - JOHNSON, RODERICK	73	70	2
507 - MONTANTES,	102	99	2
501 - RANGEL, SAUL	6	4	2
500 - SCHLAUCH, CHIEF RANDAL	1	1	0
505 - SIERRA, GEORGE	29	28	1
UNASSIGNED	1	1	0
508 - YANCEY, HARRISON	55	49	6
Total Officer Responses:	416	Total Calls:	394
		Secondary	16

Warnings Issued November 2025

Hill	15
Johnson	4
Sierra	8
Hengst	45
Montantes	33
Yancey	31
 Total:	 136

P E R I O D I C F E E R E P O R T

Report for fees collected: Posted 1/01/2025 - 11/30/2025

12	130.00	AF	ADMINISTRATIVE FEE
659	3,036.57	AR	ARREST FEE
1	4.00	CC	CREDIT CARD FEE
0	.00	OP	OVERPAYMENT
26	500.00	AF2	\$20 Administrative Fee
45	970.98	CS2	CHILD SAFETY FEE
24	94.10	CTF	COURT TECHNOLOGY FUND
117	1,160.00	DSC	DSC ADMIN FEE
24	47.05	IDF	Indigent Defense Fee
12	345.14	STF	STATE TRAFFIC FEE
375	1,079.33	TFC	TFC
22	43.05	TPF	TRUANCY PREVENTION FUND
10	.10	CJFC	Civil Justice Fee Court/MVP
10	.86	CJFS	Civil Justice Fee State/MVF
373	62,379.82	FINE	FINE
24	14.11	JFCI	JUDICIAL SUPPORT FEE-CITY
678	63.25	LMJF	Local Municipal Jury Fund
24	70.58	MCBS	MUNICIPAL COURT BUILDING SEC.
2	41.03	RSTL	RESTITUTION FEE LOCAL
24	94.10	SJRF	STATE JURY FEE
4	34.94	TP-L	TIME PAYMENT PLAN - LOCAL
4	43.66	TP-S	TIME PAYMENT PLAN - STATE
137	1,513.79	TPRF	Time Payment Reimbursement Fee
18	2,895.00	ADMIN	DEF/SP EXPNS FEE/FINE
24	940.94	CCC04	CONSOLIDATED COURT COST
712	39,271.87	CCC20	CCC 2020
24	127.02	JFCT2	JUDICIAL SUPPORT FEE STATE
685	2,531.86	LMCTF	Local Court Technology Fund
686	3,165.72	LTPDF	Local Truancy Prevention Fund
4	200.00	LYDAF	LOCAL YOUTH DIV ADMIN FEE
363	17,413.81	STF19	STATE TRAFFIC FEE
136	16,197.14	COLAGY	COLLECTION AGENCY FEE 30%
1	30.00	EXPUNG	EXPUNGMENT FEE
686	3,103.75	LMCBSF	Local Building Security Fund
414	50,734.29	TITLE7	TITLE 7 TRANS CODE FINES
32	601.83	TLFTA1	OMNI BASE STATE
168	996.90	TLFTA2	OMNI FEE
168	664.60	TLFTA3	LOCAL OMNI BASE FEE
4	8.73	TP-L-C	TIME PAYMENT FEE - J EFFICIENCY
151	6,897.47	WRNTFE	WARRANT FEE
TOTAL:			217,447.39

Beginning Date.....: 11/01/2025
Ending Date.....: 11/30/2025
by Citation date

Agency.....: All
Officer.....: All

Type of Offense.....: All

Special Flag.....:

Entered By.....: All

Sort By.....: Officer Badge

Total by Race/Sex.....: No

POLICE DEPARTMENT

502 HILL, CHRISTOPHER

Totals for Officer

Number of Citations for Officer.....:	1
Number of Violations for Officer.....:	2
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	1

504 JOHNSON, RODERICK C

Totals for Officer

Number of Citations for Officer.....:	2
Number of Violations for Officer.....:	2
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

505 SIERRA, GEORGE

Totals for Officer

Number of Citations for Officer.....:	1
Number of Violations for Officer.....:	1
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

506 HENGST, KYLE

Totals for Officer

Number of Citations for Officer.....:	15
Number of Violations for Officer.....:	19
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	2

507 MONTANTES, OSCAR

Totals for Officer

Number of Citations for Officer.....:	2
Number of Violations for Officer.....:	2
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

508 YANCEY, HARRISON

Totals for Officer

Number of Citations for Officer.....:	2
Number of Violations for Officer.....:	3
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

Totals for Agency

Number of Citations for Agency.....:	23
Number of Violations for Agency.....:	29
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	3

R TRANSFERRED OUT

01 BOCK, FRANCES

Totals for Officer

Number of Citations for Officer.....:	2
Number of Violations for Officer.....:	5
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

Totals for Agency

Number of Citations for Agency.....:	2
Number of Violations for Agency.....:	5
Number of Citations to Juveniles.....:	0
Number of Citations to Minors.....:	0

Grand Totals

Total Number of Citations.....:	25
Total Number of Violations.....:	34
Total Number of Citations Juveniles.:	0
Total Number of Citations Minors.....:	3



REPORT TO CITY COUNCIL



Report prepared by: Breana Kristek

Date: December 15, 2025

Subject: Library Report

This report was generated on October 3, 2025 and includes Library statistics for November 1, 2025 - November 30, 2025.

Material Circulation Statistics:

Adult Collections: 981

Youth Collections: 650

Film: 74

E-Content: 499

Total Circulation: 2,204

Computer Use Statistics:

Computers Available: 13

Total Sessions: 41

Average Session Length: 51 min

Total Session Length: 59 hours

Money saved through patrons using Library services this month: \$40,579.05

Revenue: \$207.25

Copies: \$75.35

Fines: \$66.90

Replacement books: \$65.00

Replacement library cards: \$0.00

Total Library Visitors: 640

Average per day: 46

Website Visitors:

Google Business Profile Views: 129

Google Business Profile Interactions: 139

Calls Made: 28

Direction Requests: 74

Website Clicks: 37

Fall for your Library
an adult reading challenge

AFTER HOURS CLUB

registration begins september 9th

REGISTRATION REQUIRED FOR ALL WEDNESDAY CLASSES

OCTOBER

TUE	WED	THU	FRI
	Entry Rug Painting 5:30 pm		
	Bleach Art 5:30 pm	Convince Me Book Club 5:30 pm	
	Acrylic Bookmark Decorating 5:30 pm		
	Bad Art Night 5:30 pm	Convince Me Book Club 5:30 pm	
Seed Swap & Plant Prop. 9-12 1-5:30	Game Night: Book Cover Bingo 5:30 pm		

NOVEMBER

TUE	WED	THU	FRI
	Tote Bag Monogramming 5:30 pm	Convince Me Book Club 5:30 pm	
	Book Box Decoupage 5:30 pm		
	Hot Cocoa & Collage 5:30 pm	Convince Me Book Club 5:30 pm	LAST DAY TO CHECK READING LOGS!



Family
MOVIE NIGHT

DOORS OPEN AT 6:15PM
THE MOVIE STARTS AT 6:30PM

MON NOV 24TH

705 E FOURTH ST HALLETTSVILLE, TX



**FREE
ENTRY**

POPCORN AND REFRESHMENTS PROVIDED!

20 participants

CHILDREN'S
Thanksgiving
CRAFT!!

THANKFUL
PAPER BAG BOOKS!



TUESDAY NOV 25TH
& WEDNESDAY NOV 26TH

4-5PM

*CALL 361.798.3243 X 203 OR STOP BY TO
REGISTER*

11 participants

The Sign:

FRIENCH SIMPSON
MEMORIAL LIBRARY

DAYLIGHT
SAVINGS IS ON
MY BETRAYAL
LIST.

FRIENCH SIMPSON
MEMORIAL LIBRARY

THIS IS THE
FASTEST A YEAR
HAS EVER
VEARED.

FRIENCH SIMPSON
MEMORIAL LIBRARY

WHAT IS YOUR
"I'M DONE WITH
EVERYTHING"
PHRASE?

FRIENCH SIMPSON
MEMORIAL LIBRARY

WHY ISN'T IT
CALLED MEDIUM
WARM?
WHO IS LUKE?

FRIENCH SIMPSON
MEMORIAL LIBRARY

ENGAGING IN
ORANGE CAT
ENERGY TODAY.

FRIENCH SIMPSON
MEMORIAL LIBRARY

THE BEST PLAN
IS A CANCELED
PLAN.

FRIENCH SIMPSON
MEMORIAL LIBRARY

KIDS TALKING
ABOUT 6 7

WAIT TILL YALL
LEARN 9-5

FRIENCH SIMPSON
MEMORIAL LIBRARY

DEAR
BLACK FRIDAY,
PUT THOSE
GROCERIES ON
SALE

FRIENCH SIMPSON
MEMORIAL LIBRARY

IF I HAD TO
STIR IT IT'S
HOMEMADE.

FRIENCH SIMPSON
MEMORIAL LIBRARY

DON'T FORGET
TO SET YOUR
SCALE BACK 10LBS

HALLETTSVILLE CHAMBER OF COMMERCE & AGRICULTURE

Quarterly Executive Director Report

Prepared for: Hallettsville City Council

Submitted by: Executive Director, Jennifer Hagan

Reporting Period: Quarter 3 (July–September 2025)

Visitor Center – Third Quarter Highlights (July–September 2025)

Calendar of Notable Events

JULY

- July 4 – St. John Church Picnic – St. John
- July 12–13 – Diamondback Gun & Knife Show – KC Hall
- July 19 – Kolache Fest Classic – Golf Course
- July 20 – Moravia Church Picnic – Moravia
- July 20 & 27 – South Texas Tour Team Roping – Expo Center
- July 21 – City Council Meeting
- July 26 – SHS Alumni Reunion
- July 27 – Brahma Booster Club Golf Tournament
- July 27 – Fayette County Rodeo

AUGUST

- August 3 – Michael Windberg Exhibit – Hallet Oak Gallery
- August 3 & 24 – South Texas Tour – Expo Center
- August 6 – Sharps Disposal – LMC Parking Lot
- August 7 – Lunch & Learn – FUMC Fellowship Hall
- August 15 – Praha Picnic – Praha
- August 16 – Market Days – KC Hall
- August 18 – City Council Meeting
- August 31 – Sacred Heart Catholic Church Picnic – KC Hall

SEPTEMBER

- September 10 – Vsetin Czech Moravian Church Bingo – Vsetin Church

- September 11 – Ducks Unlimited – KC Hall
 - September 15 – City Council Meeting
 - September 26–27 – Kolache Fest – KC Hall
-

Tourism Report (Third Quarter – July–September 2025)

Visitor Engagement

- 2,500+ in-person visitors
- 3,500+ inquiries (phone/email)
- Increased family and group travel

Popular Attractions

- Lavaca Exposition Center
- Hallett Oak Gallery
- Lavaca County Courthouse
- KC Hall
- Lavaca Swimming Pool

Dining & Lodging Trends

- High demand for lodging and dining information, especially around July picnics and Kolache Fest.

Events Driving Tourism

- Independence Day events
 - Farmers Market
 - South Texas Tour Team Roping
 - Community weekend sales
 - Major August church picnics
 - Kolache Fest – 30th Anniversary (September)
-

Activities / Events / Programs

1. Miss Hallettsville Royal Court

- Participated in multiple local parades and community events.

- KC Hall provided a \$100 donation for fundraiser hall rental.
 - Preparing children's activities and photo opportunities for Kolache Fest.
 - Float outfitted with first aid and fire safety supplies through Texas Mutual Safety Grant.
 - Scholarship awards approved:
 - 2022–2023 1st Runner Up – \$750
 - 2023–2024 2nd Runner Up – \$500
 - Pageant information will be presented for board approval at the next meeting.
2. Texas Tourism Friendly Program
- Certification ceremony held September 11, 2025, during the Central Texas I-10 Corridor Summit.
 - Press releases distributed with strong community response.
3. Texas Music Friendly Program
- Certification ceremony held August 27, 2025.
 - Committee meetings initiated; integrating music initiatives into FY26 budget.
 - Shared incubator grant opportunities with local venues.
4. YIFTEE Community Gift Card Program
- Launch scheduled during Shop Hallettsville.
 - Developing Shop Small marketing calendar and planning informational sessions.
5. Monthly Farmers Market
- Ongoing monthly markets with multiple vendors; program continues to grow successfully.
6. Workforce Solutions Internships
- Administrative Assistant I Internship ended July 23.
 - Administrative Assistant II / Visitor Center Specialist Internship ends September 30.
 - Both interns have been hired part-time, with the Chamber budget allowing for their employment due to cost savings realized through the Workforce Solutions program.
7. Kolache Fest – Marketing, Planning & Success

Kolache Fest – (Update) Post Event Evaluation – See Consultant Report

- Sponsorship Solicitation
- Marketing/Advertising – Palate Magazine; That Englishman (Oli Pettigrew); Texas Highways Events. Currently producing social media ads for follow-up. Security, community supervision, porta-potties/handwash stations, dumpsters, GVEC fan, HEB gift card donation, Brookshire Brothers Food, Ludwig Repair U-Haul, Mike Baxter consultant, Bob, volunteers – Parade Judges, BBQ judges/hosts, Car Show hosts, then survey link.
- Permits/Contracts
- Insurance
- Security
- Kolache Eating Contest – Committee Chair: Jacqueline Figg
- Kolache Sale Booth – Committee Chair: Janet Spies
 - J. Spies suggested more exposure in Kolache Sales Booth. Additionally, wanted to ensure Catholic Daughters volunteers receive recognition in follow-up shout-outs.
- Kolache Fest Parade – Committee Chairs: Stephanie Pohl & Angela Ford (44 Entries)
- Kolache Making Demonstration – Committee Chairs: Jacqueline Figg & Shelley Jansky
- 8' Kolache/Pizza
- 42' Tournament – Committee Chair: Christine Brown; Tournament Director: Darrell Morgan (86 teams)
- Bands – Staff; 2026 Band Discussion
- 5K Fun Run & Walk – Committee Chairs: Sammi Silgero, Maria Hermes, 361 Fitness (137 Entries)
- Arts & Crafts – Staff (75 booths)
- BBQ – Committee Chairs: Jon Lamson & Julie Hahn (44 Teams)
- Chili Cookoff – Committee Chair: CASI Organization
- Car Show – Committee Chair: Hot Rod Tours of South Texas (137 entries)
- Cornhole Tournament – Committee Chair: Raybion (6 teams)

- Canned Goods/Baking Contest – Committee Chair: Lavaca County 4-H Agriculture Extension; 2025–2026 Kolache Queen: Caroline Steffek (15 participants)
- Children’s Activities – Committee Chair: Royal Court
- Kolache Fest Bank – Kim Manley, TDECU Staff Volunteers
- Volunteers – Community Supervision Program; ISF Gonzales

8. Meeting Room Rentals

- Continued strong use by community groups.
- Recent events include Veteran’s Appreciation, Rise Up for Life, and Brown Hearing.

9. Central Texas I-10 Community Alliance

- Hallettsville hosted the Annual Summit on September 11.
- Speakers included representatives from the Governor’s Office, CFEE, and Media Marketing & Design.
- Event included Texas BBQ lunch, vendors, prizes, and Chris Rybak performance.
- Hallettsville received the Texas Tourism Friendly Certification.

10. City Council & Local Government Updates

- Attended September 2 Special Meeting: Public Welfare and HOT Budgets approved.
- Attended August 25 Golden Crescent Regional Planning Conference.

City Council and EDC Meeting Attendance (Q3 – July–September 2025)

- July 2025
 - Attended: City Council Meeting
 - Attended: Economic Development Corporation (EDC) Meeting
- August 2025
 - Attended: City Council Meeting
 - Attended: EDC Meeting
- September 2025
 - Special City Council Meeting – Attended (September 2)

- Regular City Council Meeting – Missed due to Kolache Fest preparations
- Regular EDC Meeting – Missed due to Kolache Fest preparations

11. Carnival – Texas Born Amusements

- Company not available for 2025 scheduling.
 - Exploring alternatives for future years.
-

Financial Reports

1. 501(c)(3) Status

- No new updates; priority for upcoming months.

2. LCRA Community Grant – Electronic Marquee

- Marquee signage ordered; installation scheduled for September 23.
- Competition report in progress.

3. Texas Mutual Safety Grant

- All items except outdoor lighting purchased.
 - Float first aid and fire safety supplies purchased through grant.
 - Awaiting final bids before submitting report.
-

Member Services

Membership Overview

- Current Membership: 314

Campaigns & Outreach

- Membership campaign ongoing.
 - Member Spotlights: BGE, Moravia Store, Henneke Fish Hatchery.
-

Financial Consideration – A/C Unit

- A/C failure on August 28; repaired August 29 (\$1,390).
 - Additional issue September 12; gathering replacement/repair bids for FY26 planning.
-

Policy & Procedures

- No new actions this quarter.
-

Bylaws

- Board of Directors Electronic Voting Policy prepared for approval.
 - Will be shared in newsletter and email if adopted.
-

Community Engagement

- Hosted Dance Hall Road Trip visitors.
- Assisted travelers from Michigan.
- Café updates; attended Sacred Heart Picnic.
- Provided welcome materials at ISR Lavaca County Graduation.
- Journalism class interview completed.
- Hosted meeting with Goliad Chamber.
- Social media acknowledgment for Peoples State Bank.
- Announced Chick-fil-A Ribbon Cutting (Aug 26).
- Shared American Shield Roofing LLC expansion updates.

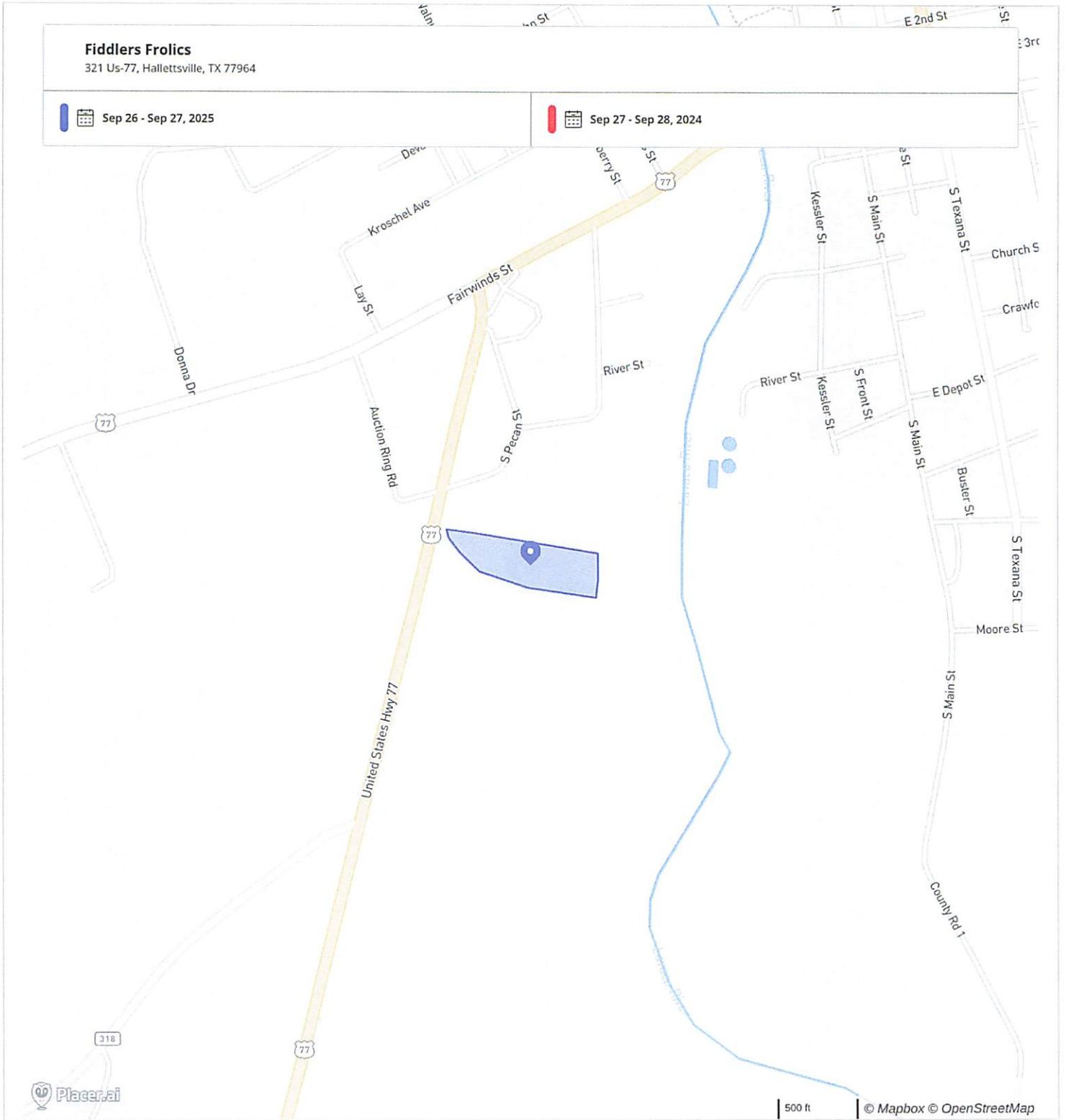
Civic Dashboard

Property:

-  **Fiddlers Frolics** Sep 26 - Sep 27, 2025
321 US-77, Hallettsville, TX 77964
-  **Fiddlers Frolics** Sep 27 - Sep 28, 2024
321 US-77, Hallettsville, TX 77964



Scan to view on placer.ai platform





Metrics

Metric Name	Fiddlers Frolics US-77, Hallettsville, TX	Fiddlers Frolics US-77, Hallettsville, TX
Visits	4.8K	4.2K
Visits / sq ft	0.02	0.02
Size - sq ft	265.2K	265.2K
Visitors	4.5K	3.9K
Visit Frequency	1.08	1.07
Avg. Dwell Time	181 Min	186 Min
Panel Visits	655	479
Visits YoY	+605.5%	+2,407.8%
Visits Yo2Y	+5,149%	+2,188.2%
Visits Yo3Y	+1,927.8%	+1,749.2%

Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025
 Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)

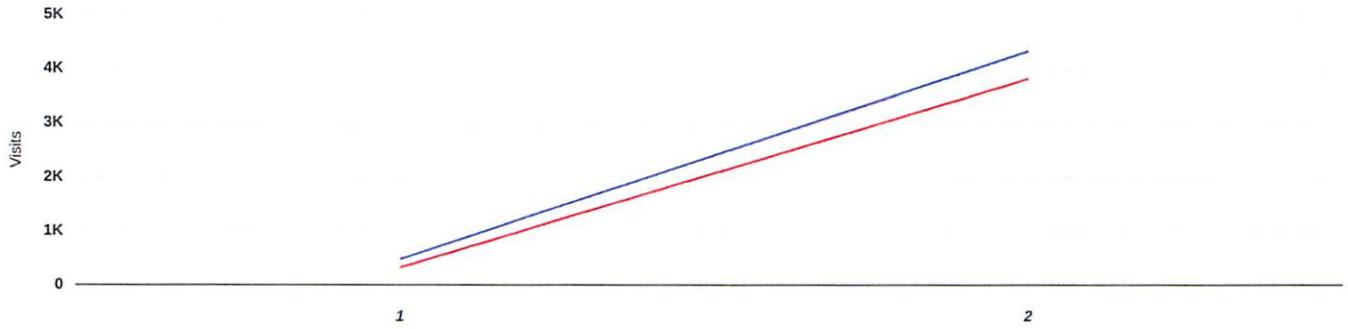




Visits Trend

Fiddlers Frolics
US-77, Hallettsville, TX

Fiddlers Frolics
US-77, Hallettsville, TX



Daily | Visits

Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025

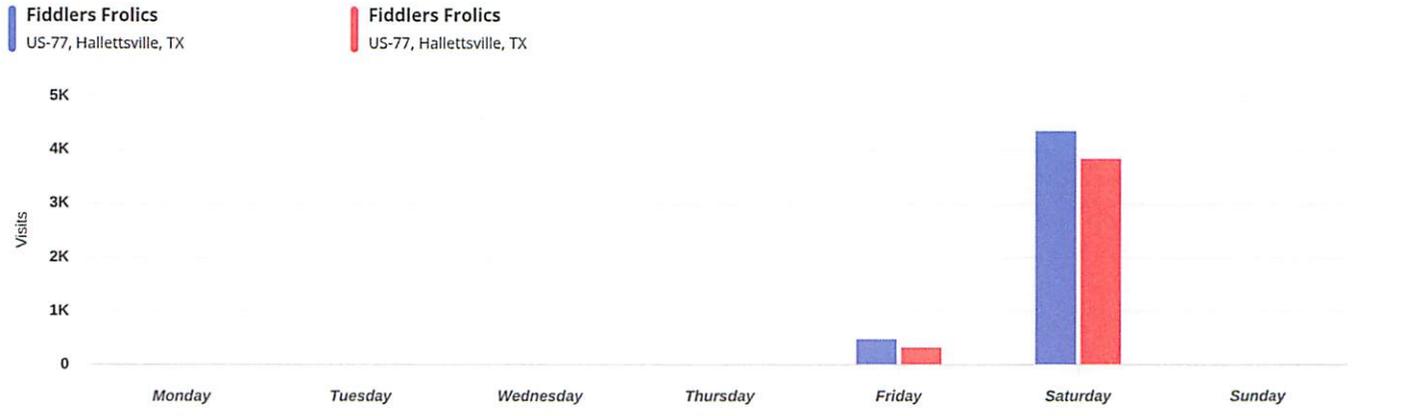
Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





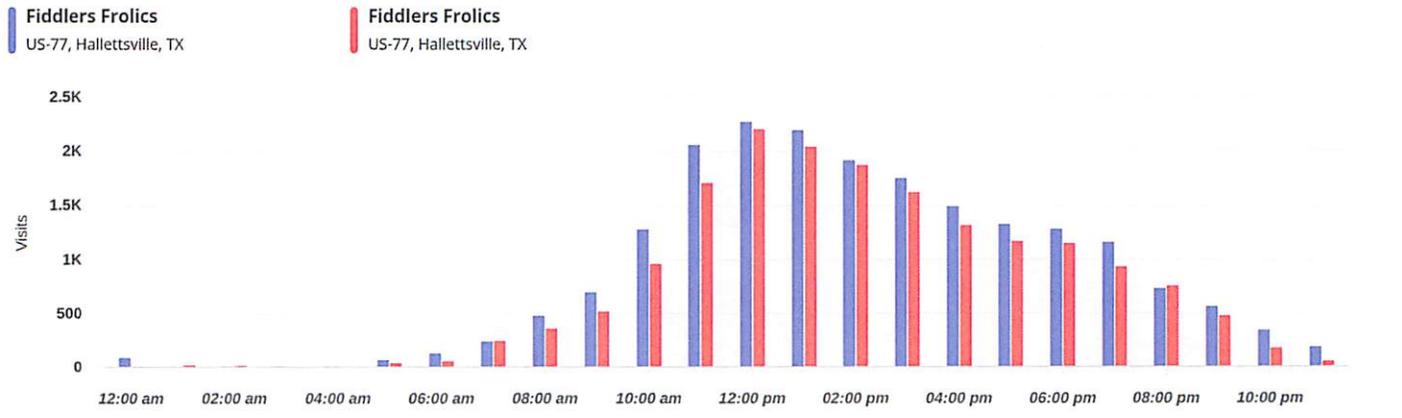
Daily Visits



Visits
 Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025
 Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



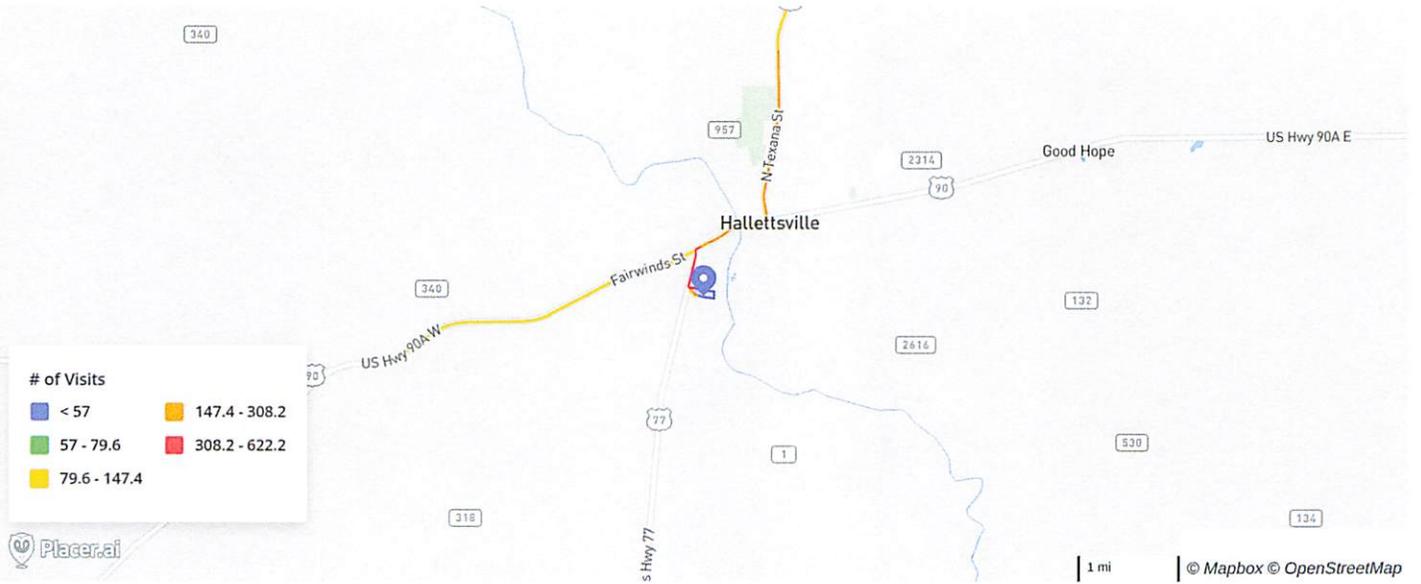
Visits
 Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025
 Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Fiddlers Frolics
US-77, Hallettsville, TX



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

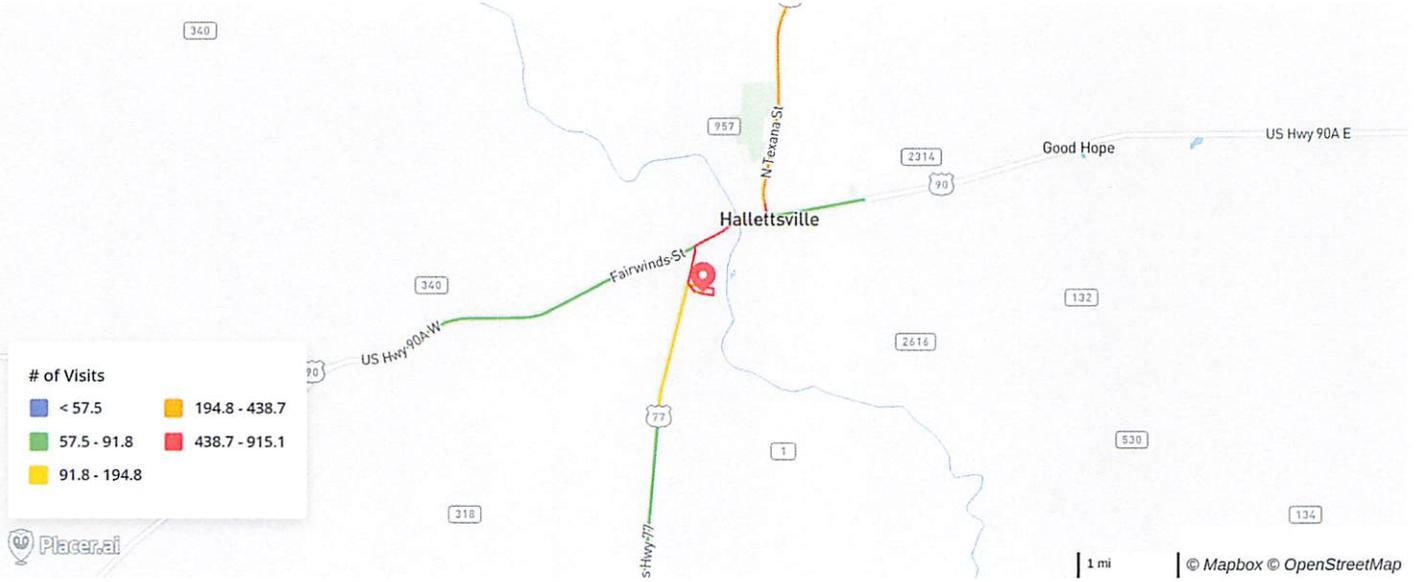
Journey Direction: To Property | Sep 26th, 2025 - Sep 27th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey - Routes

Fiddlers Frolics
US-77, Hallettsville, TX



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Sep 27th, 2024 - Sep 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

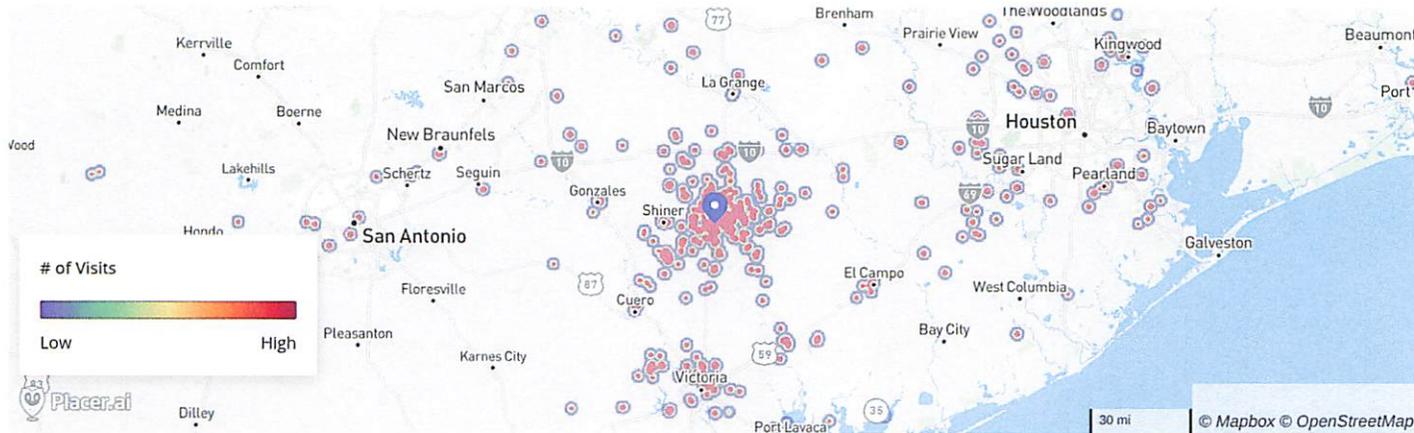




Trade Area

Fiddlers Frolics

US-77, Hallettsville, TX



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

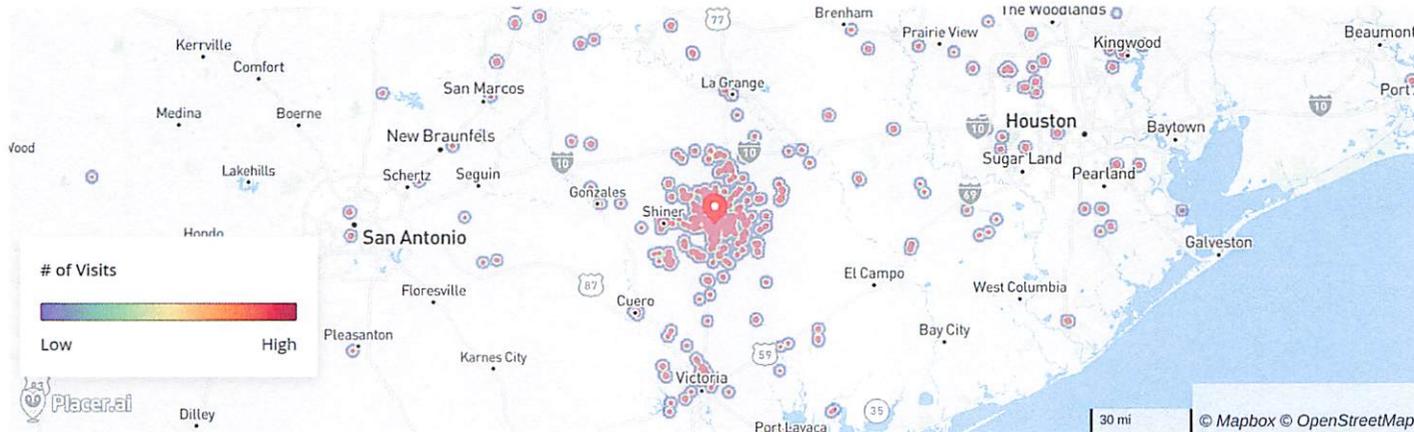
Sep 26th, 2025 - Sep 27th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area

Fiddlers Frolics

US-77, Hallettsville, TX



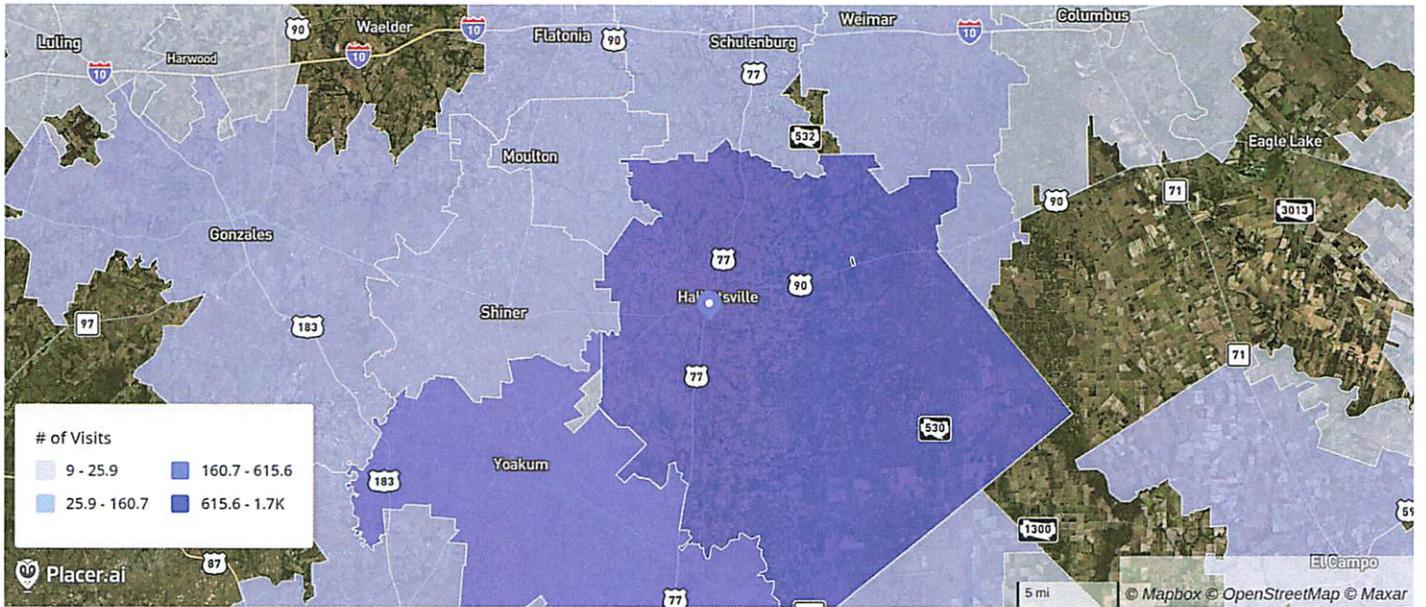
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Sep 27th, 2024 - Sep 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitors By Origin



Zip Code	Visits (% of Total)
77964 Hallettsville, TX	1.7K (35.1%)
77995 Yoakum, TX	198 (4.1%)
77905 Victoria, TX	179 (3.7%)
77904 Victoria, TX	167 (3.5%)
77901 Victoria, TX	138 (2.9%)
78956 Schulenburg, TX	98 (2%)
77975 Moulton, TX	84 (1.7%)



Zip Code	Visits (% of Total)
77954 Cuero, TX	84 (1.8%)
77984 Shiner, TX	81 (1.7%)
77018 Houston, TX	76 (1.6%)

Sep 26th, 2025 - Sep 27th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Fiddlers Frolics

US-77, Hallettsville, TX

Rank	Name	Distance	Visitors (%)
1	 Walmart 1506 N Texana St, Hallettsville, TX 77964	1.7 mi	824 (18.8%)
2	 Hallettsville Brahma Memorial Stadium hwy 90 a east, Hallettsville, TX 77964	1.4 mi	489 (11.1%)
3	 KC RV Park 321 US Highway 77 S, Hallettsville, TX 77964	0.1 mi	430 (9.8%)
4	 Brookshire Brothers Fuel 1514 N Texana St, Hallettsville, TX 77964	1.8 mi	360 (8.2%)
5	 Morton's Drive-In Grocery 1603 N Texana St, Hallettsville, TX 77964	1.8 mi	352 (8%)
6	 Valero Energy 304 E 4Th St, Hallettsville, TX 77964	0.8 mi	323 (7.4%)
7	 Los Cabos San Lucas Mexican Grill 1636 N Texana St, Hallettsville, TX 77964	2.1 mi	310 (7.1%)
8	 Whataburger 1603 North Texana Street, Hallettsville, TX 77964	1.8 mi	305 (6.9%)
9	 Hbj Nails 105 Fairwinds St, Hallettsville, TX 77964	0.5 mi	287 (6.5%)
10	 Building at 221 S Pecan St 221 S Pecan St, Hallettsville, TX 77964	0.1 mi	221 (5%)

Category: All Categories | Min. Visits: 1

Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025

Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Fiddlers Frolics
US-77, Hallettsville, TX

Rank	Name	Distance	Visitors (%)
1	Walmart 1506 N Texana St, Hallettsville, TX 77964	1.7 mi	940 (24.8%)
2	KC RV Park 321 US Highway 77 S, Hallettsville, TX 77964	0.1 mi	383 (10.1%)
3	Brookshire Brothers Fuel 1514 N Texana St, Hallettsville, TX 77964	1.8 mi	378 (10%)
4	Los Cabos San Lucas Mexican Grill 1636 N Texana St, Hallettsville, TX 77964	2.1 mi	332 (8.8%)
5	Morton's Drive-In Grocery 1603 N Texana St, Hallettsville, TX 77964	1.8 mi	238 (6.3%)
6	Dairy Queen Restaurant 415 N Texana St, Hallettsville, TX 77964-2330	1 mi	228 (6%)
7	Victoria Mall 7800 N Navarro St, Victoria, TX 77904	39.3 mi	227 (6%)
8	American Legion 107 E Park St, Hallettsville, TX 77964	1.2 mi	220 (5.8%)
9	Valero Energy 304 E 4Th St, Hallettsville, TX 77964	0.8 mi	208 (5.5%)
10	Kountry Bakery 802 E 4th St, Hallettsville, TX 77964	1 mi	204 (5.4%)

Category: All Categories | Min. Visits: 1
Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025
Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Prior / Post Compare

Fiddlers Frolics

US-77, Hallettsville, TX

Fiddlers Frolics / US-77, Hallettsville, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	KC RV Park US Highway 77 S, Hallettsville, TX	8.2%	1	KC RV Park US Highway 77 S, Hallettsville, TX	8%
2	Chaparral Motel US Highway 77 S, Hallettsville, TX	4.4%	2	Walmart N Texana St, Hallettsville, TX	3.5%
3	Walmart N Texana St, Hallettsville, TX	3%	3	Chaparral Motel US Highway 77 S, Hallettsville, TX	2.7%
4	Los Cabos San Lucas Mexican Grill N Texana St, Hallettsville, TX	2.1%	4	Los Cabos San Lucas Mexican Grill N Texana St, Hallettsville, TX	2.2%
5	Hbj Nails Fairwinds St, Hallettsville, TX	2%	5	Morton's Drive-In Grocery N Texana St, Hallettsville, TX	2.1%
6	Dairy Queen Restaurant N Texana St, Hallettsville, TX	1.5%	6	Whataburger North Texana Street, Hallettsville, TX	2%
7	Austin-Bergstrom International Airport Presidential Blvd, Austin, TX	1%	7	Brookshire Brothers Fuel N Texana St, Hallettsville, TX	1.7%
8	Hotel Texas North Texana Street, Hallettsville, TX	0.9%	8	Hbj Nails Fairwinds St, Hallettsville, TX	1.5%
9	Shiner Bock Brewery E Brewery St, Shiner, TX	0.8%	9	Valero Energy E 4Th St, Hallettsville, TX	1.5%
10	Joe's Fried Chicken W Fairwinds St, Hallettsville, TX	0.8%	10	Best Western Executive Inn US Highway 77 S, Hallettsville, TX	1.1%

Sep 26th, 2025 - Sep 27th, 2025

Data provided by Placer Labs Inc. (www.placer.ai)





Prior / Post Compare

Fiddlers Frolics

US-77, Hallettsville, TX

Fiddlers Frolics / US-77, Hallettsville, TX

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	KC RV Park US Highway 77 S, Hallettsville, TX	6.5%	1	Walmart N Texana St, Hallettsville, TX	5.1%
2	Walmart N Texana St, Hallettsville, TX	2.9%	2	KC RV Park US Highway 77 S, Hallettsville, TX	4.8%
3	Chaparral Motel US Highway 77 S, Hallettsville, TX	2.5%	3	Los Cabos San Lucas Mexican Grill N Texana St, Hallettsville, TX	3.9%
4	Best Western Executive Inn US Highway 77 S, Hallettsville, TX	1.7%	4	Brookshire Brothers Fuel N Texana St, Hallettsville, TX	3.1%
5	Snow Flake Donuts Fairwinds St, Hallettsville, TX	1.6%	5	Hbj Nails Fairwinds St, Hallettsville, TX	1.9%
6	Los Cabos San Lucas Mexican Grill N Texana St, Hallettsville, TX	1.5%	6	Dairy Queen Restaurant N Texana St, Hallettsville, TX	1.2%
7	Original Kountry Bakery Kessler Ave, Schulenburg, TX	1.3%	7	Mullins Prairie Store Mullins Prairie Loop, La Grange, TX	1.2%
8	Hotel Texas North Texana Street, Hallettsville, TX	1.2%	8	Joe's Fried Chicken W Fairwinds St, Hallettsville, TX	1%
9	Advanced Home Health Services N Main St, Hallettsville, TX	1.1%	9	Antiques Art & Beer Ave E, Shiner, TX	1%
10	Whataburger N Kessler Ave, Schulenburg, TX	1.1%	10	Chaparral Motel US Highway 77 S, Hallettsville, TX	0.9%

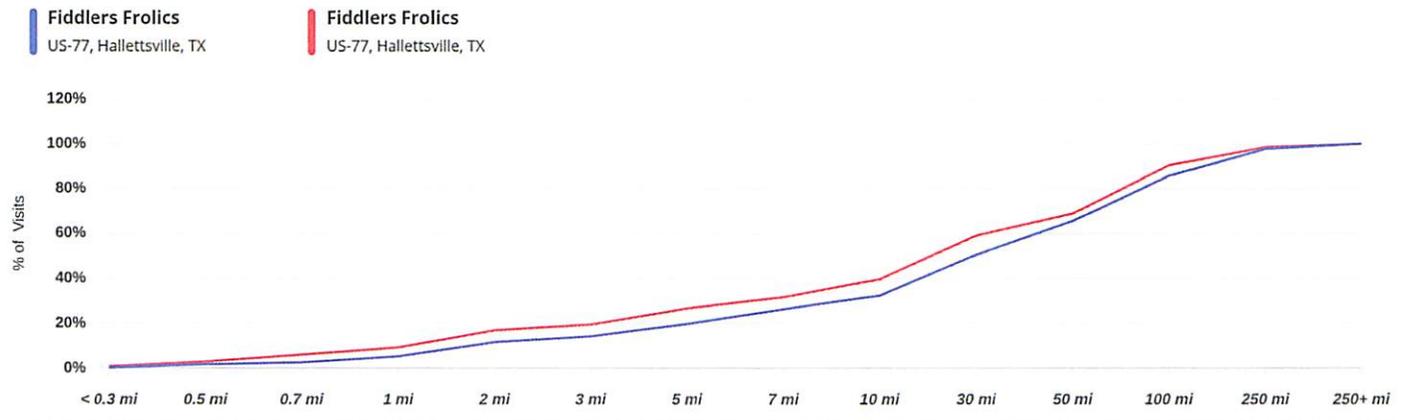
Sep 27th, 2024 - Sep 28th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)





Trade Area Coverage by Distance



Home Location | % of Visits | Min Visits: 1
 Fiddlers Frolics - Sep 26th, 2025 - Sep 27th, 2025
 Fiddlers Frolics - Sep 27th, 2024 - Sep 28th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)





Vehicle Traffic Volume

Fiddlers Frolics
US-77, Hallettsville, TX



Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)





Mike Baxter, CFEE
Texas Festival & Tourism Consulting

FESTIVAL EVALUATION

2025 Kolache Festival – Hallettsville, Texas

michael baxter

texas festival & tourism consulting

October 2025

FESTIVAL EVALUATION

CLIENT: Hallettsville Chamber of Commerce

EVENT: 30th Annual Kolache Festival

DATE: September 2025

INTRODUCTION

I was impressed by the professionalism, teamwork and overall attendance of this annual event. Below are observations and suggestions for improving the festival and the guest experience in coming years.

SECURITY/PUBLIC SAFETY

Even though you have a large area to control, there are only a few ways to access the property in a vehicle. I was concerned with the easy access into the site through the gate on the side road near the corn hole tournament. A second point of concern is the open driveway that leads into the cook-off area and RV park. Both of these areas could easily allow for a rogue vehicle to enter the grounds and cause problems. I suggest security actions be taken at these and other "soft" entrances to the festival grounds. This could be an assigned police officer or volunteers to check drivers before they enter, more solid barricades, or a parked police vehicle and other deterrents. A marked police vehicle will give the impression of on-site security whether there or not.

I did not notice a strong presence of uniformed police officers inside the festival grounds, though there might have been. I didn't ask, but I imagine that there may have been plain clothes officers peppered throughout the grounds. Uniformed officers will give festival goers a sense of security and often deter those looking to cause problems.

Use of volunteers/staff at key locations throughout the park was good. Those I spoke to were well informed about the event and helpful to guests. The festival t-shirts made them easily recognizable and approachable.

I did not see a designated first aid tent or any directional signage throughout the festival grounds showing where help could be found should medical attention be needed. An on-site, easy to find first aid location is always advisable.

Suggestion: Way-find signage throughout the grounds directing guests to the primary first aid site would be helpful along with feather fans reading "First Aid" or marked with a red "+" at the tent.

SIGNAGE

Event and sponsor signage could be improved in some areas.

Suggestion: Hang event sponsor banners from the rafters throughout the covered areas so that guests will easily see who is helping fund the event.

Suggestion: Have the sound company “fly” wings on either side of the stage with mesh screens to cover the speakers. The mesh could then be logoed with the festival name, Chamber logo and/or the stage sponsor.

Suggestion: Consider creating a Kolache Festival “screen” to cover the back of the stage from top to bottom. This mesh screen would be logoed with the event title and a stage sponsor logo. The screen will not only separate the band from the clutter behind the stage, but will deflect the setting sun from the audience and keep the band cooler.

Suggestion: More use of actual directional signs within the gates pointing guests to specific areas of the festival, i.e. restrooms, first aid, information, stage, kids zone, car show, corn hole, 42 and more. The festival grounds are large, so having some sort of “way-finding” system in place could make the guest experience more enjoyable.

There are manufacturers, such as TFEA member “D-fest” in San Antonio, that produce post-style directional signs and lamp post mounted banners that point to activities from overhead. This sort of directional signage is much better than ground level bandit and “A-frame” signs.

Suggestion: Use of off-site electronic message boards on surface streets around the city prior to event day is good for announcing the festival dates, parking/shuttle options, directing guests to the site, detours and for warning of traffic delays on festival day.

There was no signage on the grounds about photos and video recording by the Chamber, nor were there any model releases available for those unintentionally photographed or recorded without their permission. I gave my business card to anyone intentionally photographed. I also told those receiving the business card to contact me for a copy of the image as compensation.

The fall back to a sign is an assumed loss of privacy when in a public place. An online rule of thumb states, “For photographers, if you are shooting in the public sphere, you can take pretty much any picture. But, you can't very well sit outside the window of a private residence and snap photos.”

Suggestion: The Chamber might consider producing several large signs or banners to be placed at all entrances and select locations within the boundaries of the festival with a message such as this . . .

“ATTENTION FESTIVAL GOERS. Please be aware that this event is being photographed and video recorded for marketing, advertising and other purposes. Thank you, The Hallettsville Kolache Festival”.

I suggest that actual verbiage be written and/or approved by your City Attorney.

ENTERTAINMENT

The Czech/German entertainment package appeared to work well with your attendees during the day. Your choice of local and regional acts with somewhat of a following, in my opinion, is the best option for small and medium-sized events, but do alternate the groups you hire from year to year to keep it fresh.

I was disappointed by the lack of attendance at the evening event and think that we should restructure or reconsider the format for 2026.

Through my own observations and having spoken with the John Evans Band, I suggest the following:

I would consider changing the hours with the event beginning earlier so that you might catch the festival crowd before it leaves. I understand that details would have to be worked out with the 42 tournament.

Multiple bands may be too much. One good group might be a better option.

We could consider presenting a popular, true tribute band playing tunes that everyone knows. When the Texas Dream Band played AC/DC and KISS there was more energy and interaction than when they played standard country.

Charging a fee for the concert was probably a factor in the lower attendance. A festival is a festival and a concert/dance is a concert/dance. Other than events such as the Houston Livestock Show and Rodeo, I have found that festivals do much better when the entertainment is free. Charging a gate admission will off-set the cost of entertainment, but so will a solid sponsor. I believe the sponsor route is best for us.

Examples of quality Texas tribute bands are:

- The Fab 5 – The Beatles/British Invasion tribute band
- Lone Star Skynyrd – Lynyrd Skynyrd tribute band
- King George – George Strait tribute band
- Vince King – Elvis tribute band
- Just Got Paid - ZZ Top tribute band

I have a list of many other tribute acts if you are interested in having it for reference.

Alternative options could be making the final outside band a tribute band with a headliner inside afterward, or staging the “big” tribute show outside on the smaller stage following the traditional heritage music. Tribute bands back-to-back with the headliner starting around 6 pm., maybe extend the stage footprint a bit, have a good sound system and lights out there, and asking the food and merch vendors to remain open until 8 pm. Then there is no rush on the 42 guys inside. It could work because it’s free to the public.

The KC Hall could sell beer from the remote locations near the stage. No need to set out chairs or clear the dance floor inside. Folks could just stand or use the picnic tables.

SOUND AND STAGE

The stage and sound system were totally suited for the room, the bands and the number of guests in the immediate viewing area.

The KC facility is good for concerts and dance performances.

STREET PERFORMERS

I like seeing the stilt walkers in the street. Characters such as those always add to the festivities.

Suggestions: Having street performers scattered across the grounds during the most highly populated times of day can be a positive move.

Whether the performers are in assigned locations or freely wandering the grounds, this sort of activity can make the event more festive and create fun memories.

Mascots from area sports teams, businesses and elsewhere provide inexpensive experiences for your guests. The Chick-fil-A cows from Victoria is a good example.

If there is cash in the budget, and a regular use at other City and Chamber events and activities, I would suggest that you create your own custom mascot that could be used in branding the event and the City's tourism program. I can help you develop a theme, backstory for the character and more if you're interested.

Think of Tomball's award-winning mascot program. Rusty Rails the train engineer and his identical cowboy cousin, Dusty Trails, have become the faces of Tomball's tourism and festival program. It's a great investment when used correctly. A custom mascot including design and construction can be created for around \$8,500 or so. Never go cheap and buy a generic mascot off the rack from an online provider. It's your image we're talking about and well worth the investment. The outfit will last for years with proper care and new technology is made for use in hot weather with lots of ventilation and built-in cooling systems.

- BAM! Mascots is the manufacturer that I have used most recently for a great branded mascot.
- Scollon Mascots is top notch with more than 50 years of experience creating mascots for festivals, theme parks and professional sports teams.
- Dfest/Dixie Flag can provide mascot services through a third party manufacturer.

FIREWORKS DISPLAY

A good fireworks display does not disappoint and holds a crowd.

A fireworks show could be timed to begin shortly after the final band plays. Sunset is around 7:30 at that time of the year, so an 8 p.m. fireworks show would be just right. It would give festival goers another reason to stay though the music, shop the vendors that stay open later and be engaged into the evening.

SITE DÉCOR

I saw minimal color or festive/Czech themed decoration for this event.

Suggestion: Create colorful decorative elements to span the entrances or be placed on "street" corners, rolled vinyl banners, or strings of theme appropriate pennants . . . you have a year to be creative with a variety of new visual elements to make the site pop.

Strategically placed feather flags would also add a festive feel to the site. These flags could be set along the festival entrances, walkways, or entryways into the grounds. Again, this is something that a TFEA business such as Dfest/Dixie Flag can help you with in order to produce a great looking venue.

Another decorative option if we were to go after dark would be to hang twinkle lights or a light blanket in the trees immediately behind the stage. The lights could work in conjunction with the large logoed screen.

Czech flags and other appropriately colored elements could be placed around the main activity centers.

MERCHANDISE VENDORS

Placement of your merchandise vendors was smart. The traffic flow along the aisles was smooth and without bottlenecks even at peak times.

The merchandise found at festivals is many times the same from event to event. You should make a concerted effort to provide your guests with merchandise that they can't find elsewhere. Keep it special.

Suggestion: Having a larger number of homemade/handmade crafts and merchandise normally leads to more sales for your vendors making them want to return the following year. Offer more items such as yard art, leather work, boots, candles, woodwork, pottery, novelty t-shirts (or better yet, air brushed or custom shirts made on-site), jams and jellies, and American made knives and jewelry.

Consider visiting other festivals, flea markets and farmers markets throughout the year to search for unique vendors that could be successful at your festival. Begin your search now so that you can book them early.

I would also suggest more quality face painters, henna tattoo artists, balloon artists, caricature artists and a maybe a fun photo booth filled with novelty props for the entire day.

FOOD VENDORS

The variety of food options and the vendor count were adequate for the number of guests attending. There were some cuisines that stood out more than others, and the longer lines at those vendors proved it.

The indoor Czech food vendor was sold out and closed before I had a chance to sample the meal.

Suggestion: Invite a wider variety of food trucks to the event and make that another reason for visitors to attend . . . that is, to sample the many cuisines not found anywhere else in the area.

The most popular food trucks in any area fill their calendar far in advance, so as with merch vendors, I would visit area festivals and food truck parks, scope out possible vendors, and try to nail them down as soon as possible. Having good food trucks with their own following can increase attendance while giving you a new element to market within your own promotional plan.

Consideration could also be given to having a large tent with tables and chairs near the food area to allow guests the opportunity to buy food and eat in the shade. Something in the range of a 40x40 or 40x60 tent would be adequate given your attendance.

VOLUNTEERS

Volunteers wearing event logoed shirts made for a nice appearance.

Suggestion: Volunteer shirts be tagged with "VOLUNTEER" across the yoke to show that they are officially working the event.

SOUVENIR/EVENT MERCHANDISE

There are a number of reasons for an event to sell its own logoed merchandise. From the year 'round marketing, to increased revenue for the event and building fan loyalty, merch is our friend.

Your assortment of event merch was good. I would consider a larger selection for 2026. Again, visiting other events will give you an idea of what others are doing to increase revenue in that area.

Suggestion: Create a large banner to hang on the wall behind the merch stand reading "Festival Souvenirs".

Having multiple merch tents could be successful with one placed near the primary entrances and exits for last-minute impulse purchases and another near the band stage. It's the same concept as having sno-cone/popcorn/cotton candy concessions near the exits at a theme park to get that last purchase as guests are heading home. Consider a few dated merchandise items, i.e. 30th Anniversary Kolache Festival, with the rest being generic event items that can be sold next year if not sold at the current event.

ACCESSIBILITY TO SENIORS AND HANDICAPPED GUESTS

Accessibility for seniors and disabled guests is always a challenge, but you handled it as well as could be.

RESTROOMS AND PORTA-CAN

The restrooms in the building were clean and stocked each time I checked them throughout the day. The restrooms at the outside stage, however, could have used some attention as early as first thing in the morning. You might want to consider a small bank of porta-cans in the cook-off area and at the car show with both standard and ADA units. Again, it's all about the guest experience.

NOTE: Never place porta-cans backstage so that they are visible to the public watching the show and taking photos.

KIDS ACTIVITIES

I suggest adding attractions for children. Whether it's inflatables, crafts area, small carnival, or more, those activities bring families and make them stay longer.

Suggestion: The kid zones are a great spot for mascot interaction and selfies, street performers, petting zoos, educational displays and other kid related elements. Consider additional kid themed activities, sweets and ice cream novelty and merch vendor options around existing spots targeting children.

INFORMATION TENT

A highly visible and easily accessible information tent will serve multiple purposes. First, as a guest relations center with hard materials such as festival schedules and site maps, tourism information with sites to see when in Hallettsville, schedule of upcoming city events, and sponsor collateral. Second, as a spot for lost children and for lost items, such as car keys, to be retrieved. And third, a sales location for festival merchandise. Your staff did a good job.

COMMUNITY PARTICIPATION

I didn't see much community participation in booths spaces and other activities.

Groups such as the Shriners, the Rotary Club, Lions, Knights of Columbus, churches, schools, and others can be a great asset to the event. Also, involving these groups allows for them to raise revenue for their organizations through the sale of food, sale of your event merchandise, raffle tickets for a large prize, and more.

NOTE: Depending on your circumstances, I try to avoid involvement with religious and political organizations wanting to distribute materials, register voters or to solicit. This can lead to all sorts of legal challenges and bad press down the road.

GUEST SERVICES

I saw no ATM machines on the festival grounds. It has become commonplace for vendors to accept payment using the Square Terminal or similar devices, but having access to a portable ATM machine is a service you might want to consider as a convenience to your guests.

Suggestion: Partner with a bank to provide on-site ATM services in return for a sponsorship.

There were multiple trash cans throughout the festival site. I never saw an overfilled container and trash on the ground was almost non-existent.

Suggestion: Consider logoed or decorative trash can sleeves/wraps. The City of the Colony uses generic red, white and blue sleeves, while the City of Humble in past years has decorated 55-gallon barrels to look like authentic Humble Oil Company drums from the early 1900s adding that nostalgic feel to their "Good Oil Days" event. Custom trash can covers, or sleeves, are available from companies such as "Banners on a Roll". The wraps can be a sponsor opportunity or just another way to add color to the event grounds.

A number of guests were older or disabled. Consider more shade with seating for seniors, moms with strollers, those with health issues, and others as they walk the festival site. The covered pavilion was great, but often it was standing room only with no alternate shaded seating for those needing it.

The use of carts for staff or to move guests needing assistance works well throughout the day. For a new profit center you might want to consider sponsor signage on carts either on the front and back, or attached to the roof of the vehicle as rolling billboards.

ADEQUATE GUEST PARKING/HANDICAPPED PARKING/NEED FOR SHUTTLE PARKING

From what I observed, parking was handled well. I did not notice specific parking for the handicapped visitor, but I also heard no specific complaints. Guests just dropped off passengers at the gate then found parking wherever it was available.

SITE APPEARANCE

The appearance of the grounds was always clean and attractive.

The crew policing the area did an excellent job of picking up litter and emptying trash cans.

COOK-OFFS

The barbecue cook-off appeared to be a strong draw for the festival with a lot of teams participating.

In my opinion the addition of a chili element was good and will grow in time, especially as teams from Victoria, Yoakum, Schulenberg and the surrounding areas participate. As I mentioned, CASI did have suggestions to make their participation better in 2026.

CAR SHOW

The Classic Car Show was much bigger and better than what I saw just a few short years ago. The car club should be commended and hopefully brought back next year.

42 TOURNAMENT

The dominoes tournament appeared to be well-run and the participants that I spoke to were pleased with the overall event. It was well timed given the large number of participants.

ATTENDANCE TRACKING

Getting a handle on attendance numbers is important. It shows your Board, sponsors and other stakeholders your best estimate compared to expenses, provides current and potential sponsors an idea of their expected return on their investment, and it helps the emergency management team plan for future events. It will also help in planning for issues such as the number of buses to order and staffing should you ever need to shuttle guests to an off-site parking lot.

Suggestion: Click-counting guests as they enter has always been my favorite way of getting a relatively good head count. I especially like the idea of putting a divider of some sort in the center of the walkway then having each volunteer "counter" only "click" guests who are entering on their own side of the of the center divider. This will require two counters, but you get a more true attendance number.

Suggestion: Have guests "click counted" by volunteers as guests drive in to the parking lot. You simply count the passengers in the car and it's done.

Suggestion: Once you have a total click count for the event you might consider adding an additional 10% to your total to cover guests who may not have been monitored at the gates, entered from other locations, were vendors, car show participants, cook teams, etc.

Staff or volunteers could also survey random guests as they enter the grounds asking for a zip code and how did they hear about the festival. Just those two questions can be very useful in planning and marketing your next event.

MISCELLANEOUS OBSERVATIONS AND SUGGESTIONS

- Being that this is a kolache-based event, I think we should give more consideration to creating kolache and Czech themed activities, such as kolache costume contests, Hallettsville "Czechers" where contestants play traditional checkers on a large board with real kolaches, or a Czech "spelling bee" where contestants are asked to spell a Czech word that sounds alien to them.
- You might consider Fire Department vehicles for families as a great photo opportunity and community relations event. Having the trucks in an accessible place with a couple of fire

personnel could be a good public relations move and allow them to exit quickly in case of an emergency.

- Consider having festival-goers submit short videos and digital photos from the event to the Chamber for possible posting to the festival Facebook page and/or other platforms. Anything submitted would then become the property of the Hallettsville Chamber of Commerce and could be used in future marketing efforts. You might make it a photo/video contest with a prize for the best image and the best video.
- You might consider an air conditioned break room for staff and volunteers in the event area with a good variety of snacks, sandwiches, fruit and vegetables, sweets and refreshing beverages. This could be anything from a large, covered tent, to a room or space in the KC Hall or a motor home on-site.
- Your team sincerely appeared to want to give their best to make the event a real success. They should be commended.
- I was working with Oli Pettigrew most of the day, I didn't have a chance to check-in on the cooking elements or the parade, so I have nothing to report there.
- I don't know how things have been at previous festivals, but by late afternoon the only kolaches left for purchase were prune and cream cheese. The vendor may want to reconsider the flavor choices for next year so that there are less prune and cream cheese, and more of the popular flavors at the end of the day.
- "That Englishman in Texas" – Oli Pettigrew did draw some attendance, but was it worth \$500? I don't know. I was with him all day and he was recognized and approached throughout the five hours that he was on-site. Would someone like the "Day Tripper" – Chet Garner or the "Texas Bucket List" personality, Shane McAuliffe, do a better job? Again, I don't know, but Chet did do well for Tomball at a higher fee than we paid Oli. Maybe Oli's \$1,000 package with video was the better choice . . . live and learn. He has been hired by CASI to do multiple days from Terlingua in November for around \$5,000. That would be over-kill for us, but he may still be viable for a return visit if we stay in touch and work on a slightly more expensive option.
- Photos: I shot more than 125 stills and narrowed those down to more than 50 clean marketing-worthy shots. Throughout the day I posted 13 videos or still "clusters" to social media to be reposted by the Festival on its own social media sites.

CONCLUSION

The Hallettsville Kolache Festival is a very well-planned and well-organized festival. Though there are aspects to be re-evaluated for next year, you should be very proud of what you accomplished and of the team that made it happen. Festivals are ever-changing and should never become stagnant if they are to grow and become better every year.

From the marketing plan and entertainment package, to the surprisingly large crowd and ever-present challenges requiring an immediate pivot, you should be pleased with where you are today as you begin making plans for an even better festival in 2026.

Thank you for allowing me to participate in the 2025 Hallettsville Kolache Festival. It was a pleasure. Feel free to reach out for additional input.



Outlook

PDF copy of Local Palate kolache piece

From Naomi_S Kaye <nkaye@gm.slc.edu>

Date Sat 11/29/2025 3:03 AM

To visit@hallettsville.com <visit@hallettsville.com>

 1 attachment (10 MB)

Delicious History of the Kolache-Local Palate-2025-12-1.pdf;

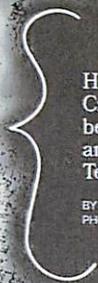
Hi Jennifer,

Here is the article (my dad got a copy and sent me the PDF!) mentioning the Hallettsville fest :)

Exciting news- my article got nominated for a James Beard food writing award!

Thanks again!

Naomi



How a traditional
Czech pastry
became
an iconic
Texan treat

BY NAOMI KAYE HONOVA
PHOTOGRAPHY CAROLINE FONTENOT

The Delicious History of the Kolache





Chef Mary Bass of Good Dough prepares the yeast dough for kolaches.

August 2014:

In the early afternoon hours in a monastery courtyard in Prague, my husband and I had just gotten married and were participating in a postceremony reception with family and friends. As per Czech tradition, boxes of small homemade koláče were passed around to guests: small round yeast-dough pastries filled with poppyseed paste, quark (a mild, creamy, German-style cheese), or prune jam.

Halfway across the world in Texas, seven hours behind the Czech Republic, numerous bakeries and larger production facilities were preparing their own versions of kolaches to be consumed by enthusiastic customers. Some pastries were filled with poppyseed and prunes, but others featured pineapple compote, pumpkin pie filling, or dulce de leche.

I've always been fascinated with this simple baked good that is beloved in two rather different parts of the world: the Czech Republic and Texas. Koláč, typically written out as kolache [ku-LAH-chee] in the United States, is a staple Czech pastry. In theory, the word itself can refer to numerous types of cakes in the Czech language.

Karel Bajer, the owner of Koláčové království bakery in Prague, points out that "what you call Texas kolaches are more commonly known as wedding koláče [in the Czech Republic]," or koláčky: shaped like a circle, small enough to be held in one's hand, with sweet filling in the center.

As a result, Texans returning to the motherland to try a kolache in the Czech Republic may be in for some surprises. "We use only fine flour (hladká mouka)," says Oscar Novak, owner of Kolacherie in Prague, my husband's hometown. "It is very similar to the Italian style used for pizza. The fine flour is essential for the type of dough we use—it is basically a brioche dough: fine and fluffy."

Yeast is another nuance. "In our bakery we use only fresh yeast as it works better and doesn't need reviving," Novak says. "A lot of households would use the fresh one, too, since it is easily available in grocery stores." This generally isn't the case in Texas, where most home bakers and commercial bakers utilize dry yeast for kolache dough. Fresh yeast, which requires refrigeration before use, can often be harder to come by in the American South than in Central Europe. Additionally, Novak observes, "the Texan version [of kolache] is more of a doughnut style of dough as opposed to our brioche style." Both Texans and contemporary Czechs tend to find Texan kolaches sweeter and denser, while the Czech versions are less sweet and fluffier.

This unassuming but versatile pastry was introduced to Texas by way of immigration. Czech immigration to the state primarily began when Texas was granted statehood in 1845. The initial immigrants were mostly farmers attracted by the prospect of bigger farm holdings in Texas.

"The majority of Czechs that settled in this part of Texas [Fayette County and surroundings] were from the Moravian region. Fayette County was once 80 percent Czech," says Mark Hermes, the manager of the Texas Czech Heritage and Cultural Center in La Grange. "Families had to live together and try to provide for each other on a single farm, or chance the trip to Texas and eventually own their own land." In my Czech husband's family, some of his ancestors immigrated to the United States for economic reasons, hoping to find better opportunities to earn income and own property.

Like many other immigrant groups in the United States, Czech communities in Texas continued to cook up their beloved culinary traditions, such as the beef dish *svíčková*—beef sirloin in a creamy sauce served with vegetables. Over the years, though, the kolache in particular became the most well-known Czech Texan foodstuff. Numerous Texans without any personal connections to the Czech Republic seek out kolaches at bakeries or make them at home for celebrations. I have memories from some of my childhood visits to family members living in Texas of visiting kolache bakeries and picking out a fruit-filled delight.

Why, exactly, did this particular doughy treat become such an iconic staple of the Texan food scene?

Dawn Orsak, a culinary historian with expertise in Czech Texan cuisine, shares her perspective: "In my opinion, kolaches have survived 150 years in Texas because they easily adapted to the ingredients available in Texas, they were a source of ethnic pride for Texas Czech women to make, and they were originally a food made for special occasions or gatherings, so cooks deliberately preserved their recipes and techniques for their descendants." Additionally, the fact that they can be made in large batches makes them much less prohib-

WHERE TO FIND KOLACHES IN TEXAS AND THE CZECH REPUBLIC

Gerik's Ole Czech Bakery and Deli
511 W. Oak St., West, Texas
geriksoleczechbakerydeli.shop

Kenner's Kolache Bakery
2812 South Cooper St., Arlington, Texas
kennerkolachebakery.com

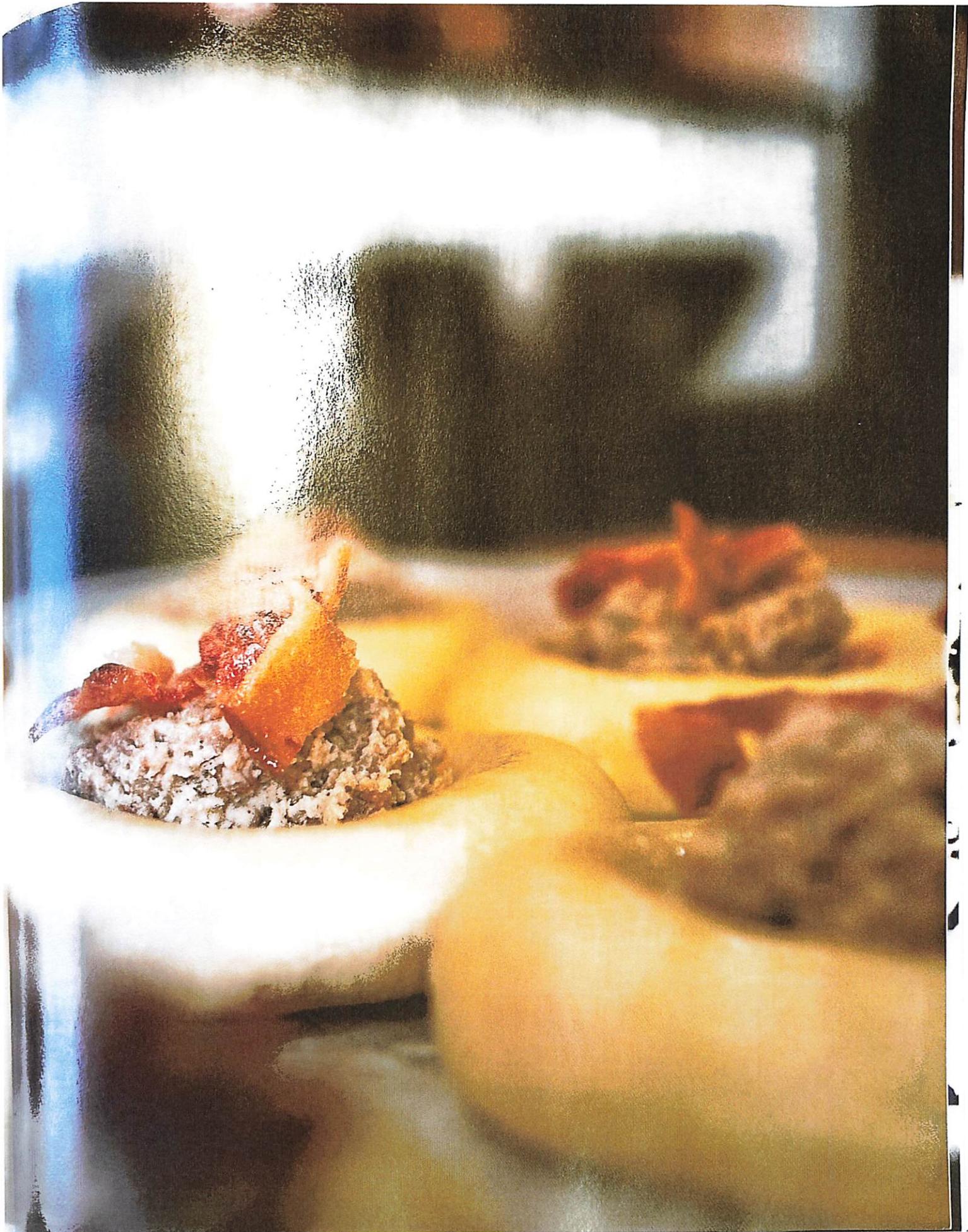
Good Dough
1506 39th St., Galveston, Texas
chefmarybass.com/good-dough

Kolacherie
Celetná 27, Prague 1, Czech Republic
kolacherie.cz/en

itive in terms of ingredient costs and time than labor-intensive desserts like *medovník* (Czech honey layer cake) or *palačinky* (thin crepes). My mother-in-law's Czech Christmas cookies, particularly the beehive-shaped *včelí úly* filled with rum custard, can take hours to prepare. Those types of baked goods make for lovely family treats but are hard to replicate on a large scale.

Mass production of kolaches starting in the mid-20th century also played a role in sparking Texans' interests and taste for the pastry, as they became available in supermarkets or through online ordering. "Like any Texans, Texas Czechs were influenced in their cooking by nationwide food trends and fads, by what their children wanted to eat, and by the need for conveniences to help relieve the time pressures of busy lives," Orsak says. Bakeries throughout the state started to produce kolaches for customers, and at a certain point, so did factories in Texas. Many of the bakeries across the state that specialize in kolaches are concentrated in locations that traditionally had high Czech immigrant populations, such as Austin County, but they can also be found in major cities. My own

Bacon and maple syrup give
this kolache a Texas twist.





FOUR MUST-VISIT KOLACHE FESTIVALS IN TEXAS

Hallettsville Kolache Fest

Last Saturday every September
Hallettsville, Texas
texastimetravel.com/events/2025-kolache-fest

Caldwell Kolache Festival

Second Saturday every September
Caldwell, Texas
burlesoncountytx.com/kolache-fest

East Bernard Kolache-Klobase Festival

Every June
East Bernard, Texas
kkfest.com

Westfest

Labor Day weekend
West, Texas
westfest.com

memories of getting kolaches are all based in Arlington and Dallas. One can even own a kolache franchise in Texas.

As these bakeries spread, factories expanded production, and Texans discovered their love for the kolache, homegrown variations started to appear more frequently at home and commercially. According to culinary historian and food blogger Melissa Guerra, "Adaptation is the first thing a recipe undergoes in a new space. Can you find the same ingredients and reproduce the exact flavor you remember? Probably not. In a new land, even the taste of water is different."

Chef Mary Bass of Good Dough in Galveston, Texas, shares that her most popular self-invented kolache, the Lumberjack, "is an open-faced kolache filled with sage sausage, bacon, and maple syrup." While these ingredients are not part of contemporary Czech cuisine, they are certainly beloved in Texas. Bryan Anderson, owner of Gerik's Ole Czech Bakery & Deli in West, Texas, also features some nontraditional kolache flavors with more of a Texan

twist at his bakery: Texas pecan pie, Texas praline, turtle cheesecake, and (quite possibly one of the most quintessential Texan fillings ever) Big Red float.

Another Texan twist is the kolache festival. These annual celebrations pay homage to Texan Czechs and their heritage, drawing in visitors from all over the state and beyond. Reminiscent of American state fairs, kolache festivals feature relevant competitions, such as a kolache eating contest as well as a kolache baking competition at the Hallettsville Kolache Fest.

Czech pride is on full display at these festivals, with polka bands, folk dance ensembles, and parades. Jennifer Hagan, executive director of the Hallettsville Chamber of Commerce and Agriculture, reports that the estimated attendance in the festival's inaugural year of 1995 was around 6,000 attendees with an impressive 4,000 kolaches baked for the occasion; it currently attracts up to 10,000 visitors annually. These festivals also play a role in bringing in new converts to kolache deliciousness.

At the end of the day, food and memory are a poignant duo, even in a pastry as deceptively simple as a kolache. Whenever I bite into one, I can't help but be transported back to the joy and magic of my wedding day, and the happiness that these little baked goods contain for me.

Novak agrees. Regarding his customers who are visiting Prague from the United States, he says: "For a lot of them it is very nostalgic to taste the same thing in Prague after their grandma or mom passed away and it reminds them of their childhood. [Those are] the most touching moments in my store—some of them get very emotional."

Streusel-topped fruit is a traditional kolache filling.

WINTER 2025

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