GONZALES CONVENTION AND VISTOR BUREAU

Thursday, March 9, 2017
Gonzales Municipal Building at 12:00 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 committee as a whole

APPROVAL OF MINUTES

1. Approval of February 9, 2017 Minutes

ACTION ITEMS

- 2. Discuss and Consider Meet Me in Gonzales advertising
- 3. Discuss and Consider Visit Widget for Gonzales, Texas
- 4. Discuss and Consider 10 point plan for marketing new events

REPORTS

- 5. Report Regarding Advertising, Billboards, Website, and use and distribution of the video produced by Rick Green
- 6. Report On Occupancy Trends
- 7. Report from Ann Dollery on the Expo Center at J B Wells Park
- 8. Report from advisory members on Event Development
- 9. Report on Upcoming Events
 - a. Gonzales VFW Post 4817 Auxiliary Cook-Off March 18-17
 - b. Texas Independence Relay March 25-26
 - c. American Cancer Society Relay for Life March 31, 2017
 - d. PBR April 1
 - e. Texas Jr. High State Finals Rodeo May 22 May 28
- 10. Financial Report
- 11. Call for new agenda items for the following meeting, by members
- 12. Staff Report
- 13. Next regular meeting will be April 13, 2017

ADJOURN

certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City
of Gonzales website at www.cityofgonzales.org the 3rd day of March 2017 at a.m./p.m.; and remained posted
continuously for at least 72 hours before the scheduled time of the meeting and was removed
further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon.
This meeting may be attended by a quorum of City Council members. 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 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

MINUTES OF THE REGULAR MEETING OF GONZALES CONVENTION AND VISITORS BUREAU

Thursday, February 9, 2017 City Hall ~ 820 St. Joseph 12:00pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Chris Kappmeyer, Ann Covert, Holly Danz, Alison Rodriguez, Paul Frenzel; Members absent: Ken Morrow; Ex offico present: none; Staff present: Ann Dollary, JB Wells; City Officials present: Barbara Friedrich, Genora Young; Guests: Daisy Scheske Freeman, Mayor Connie Kacir, City Manager Sean Lally.

Public Comments: Ann Covert reminded everyone to be sure they are certified to sit on this board. Barbara Crozier read a statement regarding board members speaking to the public; one should not speak on behalf of the board but as their own person. New City manager Sean Lally introduced himself. Daisy Scheske Freeman stated that a movie that was filmed previously around Gonzales wants to be screened here in Gonzales. Working with the Lynn Theatre on this. Daisy also talked about getting more conferences to come to our town. To do this, we need to create an experience and involve more of the businesses in town so the package is more desirable. Mayor Kacir suggested maybe having a tourism coordinator in a full time or part time basis, dedicating time to bringing more to Gonzales.

1. Approval of Minutes: The minutes of the January 12, 2017 meetings were approved unanimously.

Action Items:

- 2. Discuss and Consider involvement in The Expo Center at JB Wells Park. Chris Kappmeyer would like to have a time block at each meeting to discuss the center; have expo manager talk about income, expenses, operations; how we can help advertise; schedule, etc. He would like to be proactive to get the word out that this facility is available. Main focus would be advertising. Holly Danz moved to add this discussion to each meeting, Alison Rodriguez seconded. Mayor Kacir wants to capitalize heads in beds when planning events at Expo. Ann Covert wants a plan in place; hard to market until we know exactly what we have to market. The motion was amended to cover a report from expo manager, and marketing/advertising needs. Motion passed.
- 3. **Discuss and Consider process for marketing new events.** Chris Kappmeyer would like a set for process for marketing new events that come before the board; get the word out into the community so event organizers know we are available. He suggested postcard campaigns and newspaper ads to advertise our process. His process would consist of: giving \$2499 to seed the event; postcard campaign to local businesses to advertise; set up a template website for the

event; event go up on billboard; board members attend events. Ann Covert motioned to accept this proposal, Holly Danz seconded. Barbara Crozier would like to add that this should attract out of town guests, and need to specify we can give up to \$2499. Also, the billboards have been let go, and we can't advertise in the local papers. Clint Hille suggested getting 5 minutes at the Chamber banquet to get the word out to Chambers members. Maybe use their Cannon Blast. Genora Young added that a brochure is being developed to provide to those city members that wish to expand their utilities or add utilities, and target businesses to inform them of our board and our capabilities. Motion failed. Chris Kappmeyer will refine this process list, and draft a business postcard, and will be re-discussed at the next meeting.

4. **Discuss and Consider advertising in "Spectacular Weekend Getaways of Texas".** Daisy Scheske Freeman has been contacted to feature Come and Take It in this magazine. She suggested the city as a whole, rather than a single event. Daisy is looking for other entities to chip in and help with this advertising; this book will be able to be sold in the Chamber and other businesses in town. Ann Covert moved to give \$500 towards this concept; Dawn O'Donnell seconded. Funds would come from our remaining marketing funds (roughly \$30,000). Motion passed, with Chris Kappmeyer opposing.

Reports

- 5. Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied. Genora and Barbara working on advertising to see what funds are left. Some billboards have been cut, leaving us with 4 billboards. Remaining boards will be renegotiated as they come due. The board would like to be able to save as much as possible, so we could possibly suggest to the city to hire a tourism director. Clint Hille moved to keep one of the double billboards in discussion, Holly Danz seconded; motion carried. Jill Schauer has been working on the website and brochure should be ready to print. Gerry Lawing has offered to take over our social media. Holly Danz moved to ask Gerry to do this, Clint Hille seconded; motion passed. Issue with Rick Green video is finding someone who can clip out the desirable pieces of the video and creating our own ad with those clips; however we don't know what parameters we have to work with. Jill will take this as her next big project.
- 6. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Ann Dollery provided a current schedule of expo bookings, and verbally updated new bookings.
- 7. **Report from advisory members on Event Development**. Barbara Crozier reported that the Grounds and Garden tour will not be occurring, as it was once announced. Will re-approach this event for next year. Chris Kappmeyer would like to develop a weekend built around cannons, guns, ammo, etc. Hoping for 2018.
- 8. **Report on Upcoming Events**. Chamber of Commerce Banquet Feb. 10th; Heritage Carriage Valentine Rides Feb 10th-14th; Dilworth Inn and La Bella Valentine's Day promo Feb. 10th-14th; Valentine's Day at the Venue Feb. 14th; Honky Tonk Festival Feb. 17th-19th; Dilworth Inn Anniversary Celebration Feb. 24th; Bingo, Bags, & Badges Feb. 25th; Gonzales FFA/4H Livestock Show March 3rd-5th; Gonzales VFW Post 4817 Auxiliary Cook off March 17th-18th; Texas Independence Relay March 25th-26th; PBR April 1st. Contract for the Luminary Festival has been signed as well.

- 9. Financial Report. No further discussion.
- 10. Call for new agenda items for the following meeting, by members. Alison Rodriguez would like to add an item to discuss hotel occupancy trends based on the reports she has access to. Ann Covert would like an item to discuss the "Meet Me in Gonzales" article. Need an item to discuss the Visit Widget presentation.
- 11. Staff Report. No further reports.
- 12. Set date and time of next regular meeting. March 9th, 2017 at 12pm.

Chairman asked for a motion to adjourn.	Holly Danz moved that we adjourn.	With a second from Alison
Rodriguez, the meeting was adjourned a	t 1:29pm	

Holly Danz, Secretary

Barbara Friedrich

From:

Genora Young

Sent:

Tuesday, February 28, 2017 11:13 AM

To:

Barbara Friedrich; Barbara Friedrich; Barbara Crozier; Barbara Crozier

(laurelridge@gvec.net)

Subject:

FW: Gonzales CVB Board Meeting

Attachments:

VisitWidget Overview_2016.pdf; ATT00001.htm

Ladies,

See below and attached for Visit Widget information.

Thanks!

Genora

From: Erich Dahlke [mailto:erich@visitwidget.com]

Sent: Tuesday, February 28, 2017 11:05 AM

To: Genora Young **Cc:** Ronda Gray

Subject: Re: Gonzales CVB Board Meeting

Hi Genora,

Nice chatting with you today - here's the pricing we discussed on the call today and the slides from the meeting are attached as well.

Gonzales Travel Demo: https://gonzalestx.visitwidget.com/ (you can view this from your computer or smartphone to see the different experiences)

Standard Pricing: https://visitwidget.com/overview/

- Setup Fee: \$2,500 covers integration and setup/branding of web-widget and apps. We offered to waive this for y'all but can only honor that for the next few weeks.
- Monthly Plans: 1 Year term to start, then month to month thereafter
 - Basic Plan: \$199/month
 - Includes Responsive Web-Widget
 - Plus Plan: \$299/month
 - Includes Responsive Web-Widget
 - Plus Branded iOS App
 - Plus Branded Android App
 - Includes Smart App Banners
 - Pro Plan: \$399/month
 - Includes Responsive Web-Widget
 - Plus Branded iOS App
 - Plus Branded Android App
 - Includes Smart App Banners
 - Plus Integrated Push Messaging
 - Plus 2 Beacons
 - Plus 1 Geo-Fence

Advanced Beacon/Geo-Fence Bundles (Pro Pian Required)

- Tier 1:
 - o 20 Beacons

- 10 Geo-Fences
 \$1,500 Setup Fee + \$100/month
- Tier 2:
 - o 50 Beacons
 - o 25 Geo-Fences
 - \$3,000 Setup Fee + \$200/month

Let me know if any questions come up in the meantime and I'll follow up on the 15th to see where we stand.

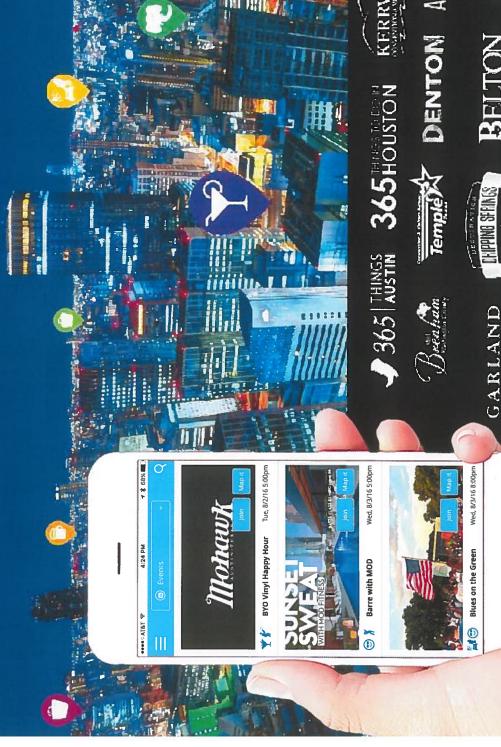
Hope you feel better soon!

Thanks,

Erich Dahlke Visit Widget Product Manager erich@visitwidget.com 512.695.0791

« Midge

ENGAGE YOUR VISITORS
EMPOWER YOUR CITY!



CHANGER of COMMERCE

SHITTON



Fredericksburg

PALLSTINE

SAUJHALCOS

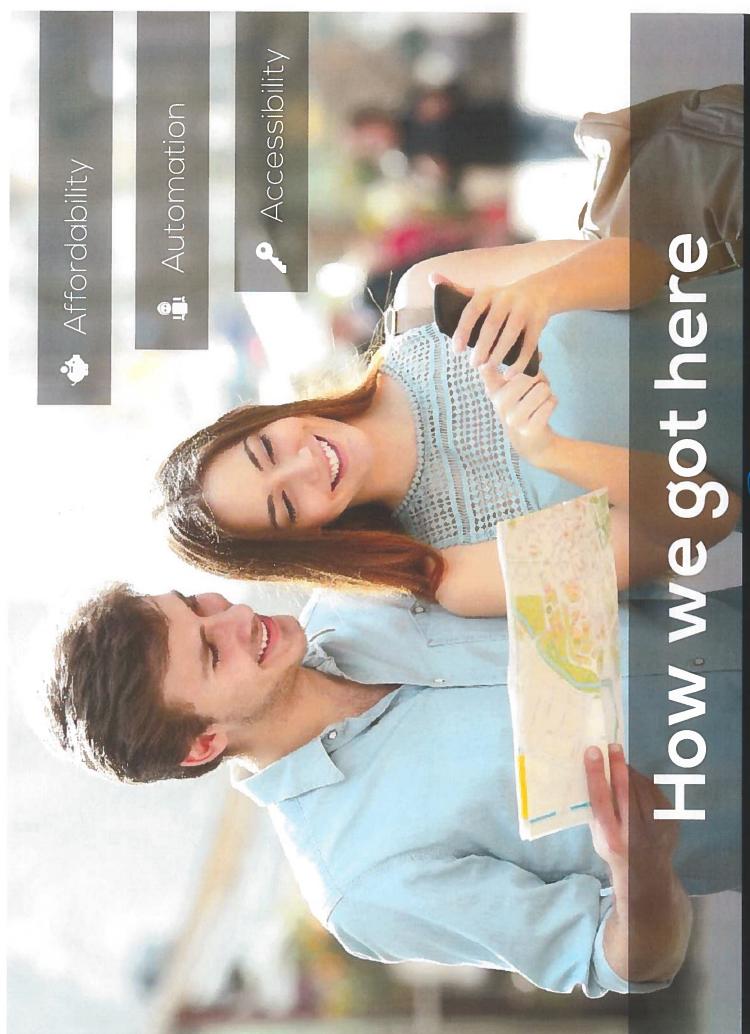
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Cedar Parkjun New Boston

www.visitwidget.com

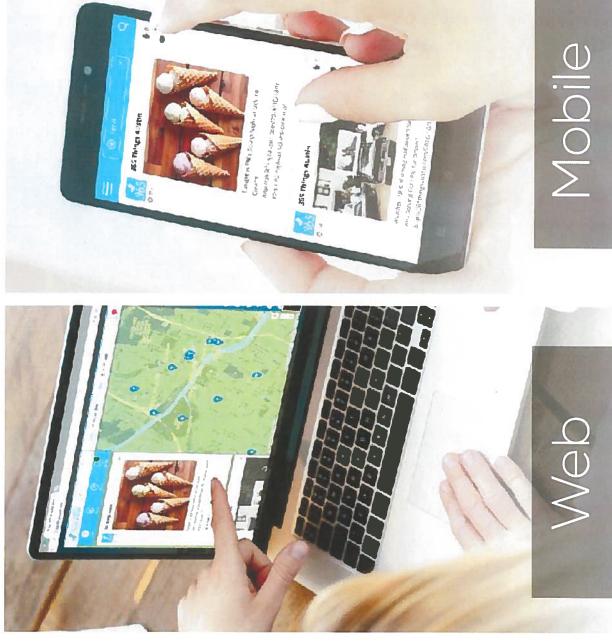


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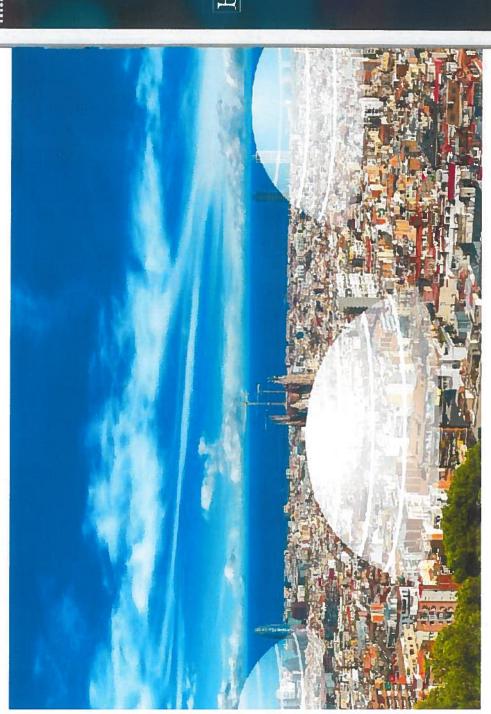


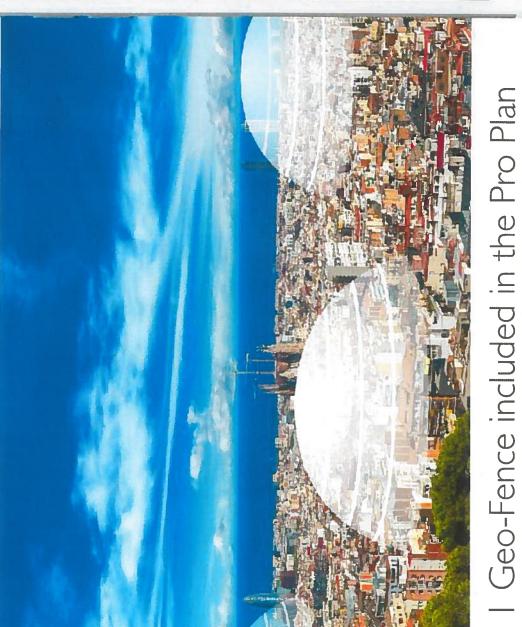




*2 Beacons Included on Pro Plan

GEO-FENCING





Granular Analytics & Visitor Data

in breweries, movies & arts

Joe - Interested

Sarah - added Concert to her plan

Jen - Interested in fitness, outdoors, and shopping

THE BENEFITS

Locals/Visitors

- ♥ Convenience: Relevant results based on interests, time, social
- ✓ Intuitive Experience: Easy to use and take with you on the go
- ♥ Personalized: Easy signup for saving plans and selections
- Platform Agnostic: Plan from desktop, follow from mobile

CVB/DMO

- **Better Web Presence:** Simple bolt on interactive planning
- ♥ Usage Intelligence: Granular & personalized data capture
- ✓ Increased Visits/Reach: Leverage notifications to automate re-visits
- **Plug & Play:** No additional administrative requirements

www.visitwidget.com

contact@visitwidget.com

Gonzales V.F.W. Post 4817 Auxiliary

7TH ANNUAL SCHOLARSHIP COOK-OFF

Friday & Saturday

March 17 & 18, 2017

GONZALES V.F.W. HALL - 3302 HARWOOD ROAD

Cash Prizes Awarded To First Place Winners

FRIDAY

SALSA -- TURN IN TIME 7:30 P.M.

MARGARITAS -- TURN IN TIME 8 P.M.

MUST BE 21 TO PARTICIPATE

SATURDAY

CHILI -- TURN IN TIME 12 NOON

BEANS -- TURN IN TIME 1 P.M.

PORK RIBS -- TURN IN TIME 2 P.M.

CHICKEN -- TURN IN TIME 3 P.M.

BRISKET -- TURN IN TIME 4 P.M.

REGISTRATION FEES: SALSA & MARGARITAS -- \$10 PER ENTRY
CHILI, BEANS, PORK RIBS, CHICKEN & BRISKET -- \$15 PER ENTRY
- All Entries Submitted Saturday Will Be \$20 -

SET UP & PRE-REGISTRATION: FRIDAY FROM 4 P.M. UNTIL 10 P.M.
PLAQUES AWARDED SATURDAY FOR: 1ST - 2ND - 3RD PLACE WINNERS
& SHOWMANSHIP WINNER



FOR ENTRY FORMS OR MORE INFORMATION

DOROTHY GAST 830.203.2742 MICHELLE MCKINNEY 830.263.0973 CANDY WASHICHEK 830.263.0905

7



OPENING CEREMONY



Time:6:00 pm

We'll kick off the event by celebrating everyone who's been affected by cancer. Whether someone's been diagnosed for 10 days or been cancer-free for 10 years, they gather together for the crowd to cheer them on.

SURVIVORS LAP

Time: Immediately following Opening Ceremony

Survivors define courage and inspire those facing a cancer diagnosis. Their strength is honored with each step they take around the first lap. If you know anyone who's overcome cancer, invite them to join.

CAREGIVERS LAP

Time: Immediately following Survivor Lap

Caring for others is such a selfless act, which is why we honor caregivers with a lap. They often walk with the person they've supported.

LUMINARIA CEREMONY



Time: 8:00 pm

Each Luminaria bag represents a loved one lost to cancer, brings support to those affected by it, and honors survivors. This powerful moment gives people the opportunity to grieve but also offers hope and comfort.

CLOSING CEREMONY



Time: 11:45 pm

We celebrate all that we've accomplished together and remember those we've lost. Together, we commit to take action and help end the pain and suffering of cancer.



For Questions, Call (830) 672-8585 P.O. Ben 1940 Gentrales, Yange 78629



000 00001 01 ACCOUNT: DOCUMENTS:

2

PAGE: 1 2515350 02/28/2017

CITY OF GONZALES HOTEL / MOTEL TAX FUND P O DRAWER 547 GONZALES TX 78629

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	PF INT BEARING A	CCOUNT 2515350	- 10	
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AVERAGE BALANCE	677,259.97	LAST STATEMENT 01/ 4 CREDITS 3 DEBITS THIS STATEMENT 02/	·	681,045.67 92,662.45 191,447.68 582,260.44
REF #DATEAMO 02/08 3,616			 DATE	AMOUNT
DESCRIPTION EARNINGS CREDIT ACCT AN 111391382 CORP INTERNET 9000488	LAYSIS 0117	REDITS FROM NP NOW		AMOUNT 352.68 87,062.50
DESCRIPTION 119463072 CORP INTERNET	OTHER		 DATE 02/06	AMOUNT 4,854.08
38006649 111023127 CORP INTERNET 38006649			02/21	12,468.60
111383335 CORP INTERNET 120521620	BANKING WIRE TRA	NSFER TO CHECKING	02/28	174,125.00
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For Questions, Call (830) 672-8585 P.O. Box 1948 Genzales, Yanas 78629



PAGE: 2515350 02/28/2017

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CITY OF GONZALES

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\$3,616.77 2/8/2017



\$1,630.50 2/17/2017

3-02-2017 9:48 AM DETAIL LISTING PAGE: 1

FUND : 500-RESTRICTED USE FUNDS PERIOD TO USE: Feb-2017 THRU Feb-2017

ACCOUNTS: 1-001.502 THRU 1-001.502

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION======= VEND INV/JE # NOTE =====AMOUNT==== ===BALANCE====

1-001.502 CASH - HOTEL MOTEL TAX

: N/A

BEGINNING BALANCE 681,045.67

2/01/17	2/07 B28998	Deposit 021705	06244 BANK ACCOUNT INTERES	ST	JE#	014475	352'.68	681,398.35
2/06/17	2/06 B28979	Deposit 000502	06238 REIMBURSE GF EXPENS	ES "	JE#	014469	4,854.08CR	676,544.27
2/07/17	2/07 C29006	DEPOSIT	09580 DAILY CASH POSTING	2/07/2017			3,616.77	680,161.04
2/16/17	2/16 C29064	DEPOSIT	09621 DAILY CASH POSTING	2/16/2017			1,630.50	681,791.54
2/21/17	2/21 B29074	Deposit 000000	06269 REIMBURSE GF EXPENS	ES	JE#	014499	12,648.60CR	669,142.94
2/21/17	3/02 B29170		06287 ERROR ON JE#14499		JE#	014516	180.00	669,322.94
2/27/17	2/27 B29103		06281 EXPO BOND PAYMENT		JE#	014510	87,062.50CR	582,260.44
			FEBRUARY ACTIVITY DB:	5,779.95	CR:	104,565.18CR	98,785.23CR	

--*-*-*-*-*-*-*-* 000 ERRORS IN THIS REPORT! *-*-*-*-*-*-*-*

> ** REPORT TOTALS ** --- DEBITS ------ CREDITS ---0.00 BEGINNING BALANCES: 681,045.67 104,565.18CR REPORTED ACTIVITY: 5,779.95 ENDING BALANCES: 686,825.62 104,565.18CR

TOTAL FUND ENDING BALANCE: 582,260.44 3-02-2017 09:52 AM

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FINANCIAL STATEMENT
AS OF: FEBRUARY 28TH, 2017

PAGE: 1

500-RESTRICTED USE FUNDS

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY		\$	di.			
811-HOTEL/MOTEL	402,000.00	5,599.95	87,269.44	21.71	0.00	314,730.56
*** TOTAL REVENUES ***	402,000.00	5,599.95	87,269.44	21.71	0.00	314,730.56
EXPENDITURE SUMMARY						
811-HOTEL MOTEL	632,150.00	94,172.67	149,865.85	23.71	0.00	482,284.15
*** TOTAL EXPENDITURES ***	632,150.00	94,172.67	149,865.85	23.71	0.00	482,284.15
** REVENUES OVER(UNDER) EXPENDITURES **	(230,150.00)	(88,572.72)	(62,596.41)	27.20	0.00	(167,553.59)

3-02-2017 09:52 AM

CITY OF GONZALES

PAGE: 2

FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 2017

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT	Y-T-D ACTUAL	% OF BUDGET	Y-T-D	BUDGET
811-HOTEL/MOTEL						
4-811.109 HOTEL OCCUPANCY TAX	400,000.00	5,247.27	85,738.79	21.43	0.00	314,261.21
4-811.801 INTEREST INCOME	2,000.00	352.68	1,530.65	76.53	0.00	469.35
TOTAL 811-HOTEL/MOTEL	402,000.00	5,599.95	87,269.44	21.71	0.00	314,730.56
<u> </u>						
*** TOTAL REVENUES ***	402,000.00	5,599.95	87,269.44	21.71	0.00	314,730.56

CITY OF GONZALES

FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 2017

PAGE: 3

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

		ANNUAL	CURRENT	Y-T-D	% OF	Y-T-D	BUDGET
DEPARTMENT	EXPENSES	BUDGET	PERIOD	ACTUAL	BUDGET	ENCUMB.	BALANCE
2-SUPPLIES	EXPENSE						
7-811.202	POSTAGE	5,000.00	0.00	632.25	12.65	0.00	4,367.75
7-811.217	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2	-SUPPLIES EXPENSE	5,000.00	0.00	632.25	12.65	0.00	4,367.75
3-MAINT/BLI	OG-EQUIP-STRUCT						
	OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
	-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
4 - CONTRACT	OPER SERVICES						
7-811.401	TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402	UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407	TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
	MEMBERSHIP DUES	8,000.00	0.00	475.00	5.94	0.00	7,525.00
7-811.409	SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411	SPECIAL CONTRACTS	22,000.00	0.00	4,993.25	22.70	0.00	17,006.75
7-811.412	CHAMBER OF COMMERCE	20,000.00	0.00	4,975.54	24.88	0.00	15,024.46
7-811.413	PIONEER VILLAGE	10,000.00	0.00	2,500.00	25.00	0.00	
7-811.414	JB WELLS PARK	10,000.00	0.00	524.76	5.25	0.00	7,500.00
	MAIN STREET	20,000.00	0.00	987.06			9,475.24
7-811.415	CRYSTAL THEATRE				4.94	0.00	19,012.94
	INSURANCE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
	TRAVEL & TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
	CONTRACT/OPER SERVICES	5,000.00 105,000.00	0.00	409.97 14,865.58	8.20 14.16	0.00	4,590.03 90,134.42
	HARGES EXPENSE						
	ADVERTISING	165,000.00	3,418.79	20,458.36	12.40	0.00	144,541.64
	ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
	SIGNAGE & BANNERS	60,000.00	3,691.38	19,791.38	32.99	0.00	40,208.62
	PROMOTIONAL ITEMS	12,000.00	0.00	4,026.84	33.56	0.00	7,973.16
	MARKETING AND PROMOTIONS	15,000.00	0.00	0.00	0.00	0.00	15,000.00
	SPECIAL PROJECTS	45,000.00	0.00	1,200.00	2.67	0.00	43,800.00
	INDEPENDENCE RELAY	7,000.00	0.00	375.00	5.36	0.00	6,625.00
	GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
	HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
	MEMORIAL MUSEUM	50,000.00	0.00	0.00	0.00	0.00	50,000.00
	EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
	JB WELLS HOUSE	10,000.00	0.00	1,100.00	11.00	0.00	8,900.00
7-811.529	RIVERSIDE MUSEUM	5,000.00	0.00	353.94	7.08	0.00	4,646.06
7-811.530	EXPO CENTER	88,150.00	87,062.50	87,062.50	98.77	0.00	1,087.50
7-811.531	CITY SPECIAL EVENTS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.532	TOURISM WEEK	3,000.00	0.00	0.00	0.00	0.00	3,000.00

CITY OF GONZALES

PAGE:

FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 2017

500-RESTRICTED USE FUNDS 811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
7-811.533 NEW EVENTS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.534 ONE-TIME EVENTS/EXPENSES	10,000.00	0.00	0.00	0.00	0.00	10,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	522,150.00	94,172.67	134,368.02	25.73	0.00	387,781.98
6-CAPITAL OUTLAY EXPENSE						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 811-HOTEL MOTEL	632,150.00	94,172.67	149,865.85	23.71	0.00	482,284.15
	=======================================		=======================================	*****		
*** TOTAL EXPENSES ***	632,150.00	94,172.67	149,865.85	23.71	0.00	482,284.15

*** END OF REPORT ***

3-02-2017 9:52 AM DETAIL LISTING PAGE: FUND : 500-RESTRICTED USE FUNDS PERIOD TO USE: Oct-2016 THRU Sep-2017 : 811 HOTEL MOTEL ACCOUNTS: 7-811.202 THRU 7-811.610 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION====== VEND INV/JE # NOTE =====AMOUNT==== ===BALANCE==== 7-811.202 POSTAGE BEGINNING BALANCE 0.00 12/30/16 1/03 B28710 Deposit 121615 06165 TO ALLOCATE MONTHLY POSTAGE JE# 014387 7.44 7.44 ======== DECEMBER ACTIVITY DB: 7.44 CR: 0.00 7.44 1/06/17 2/21 A92716 CHK: 109414 14561 POSTAGE 0041 4TH QTR 2016 624.81 632.25 ========= JANUARY ACTIVITY DB: 624.81 CR: 0.00 624.81 ======== ACCOUNT TOTAL DB: 632.25 CR: 0.00 7-811.217 MISCELLANEOUS BEGINNING BALANCE 0.00 7-811.304 OFFICE EQPT & FURNITURE BEGINNING BALANCE 0.00 7-811.401 TELEPHONE BEGINNING BALANCE 0.00 UTILITIES BEGINNING BALANCE 0.00 ------7-811.407 TELEPHONE BÉGINNING BALANCE 0.00 7-811.408 MEMBERSHIP DUES BEGINNING BALANCE 0.00 1852 01052017 1/05/17 1/13 A91675 CHK: 109153 14485 ANNUAL FEES 100.00 100.00 1/06/17 2/21 A92716 CHK: 109414 14561 TACVB MEMBERSHIP 0041 4TH QTR 2016 375.00 475.00 ======== JANUARY ACTIVITY DB: 475.00 CR: 0.00 475.00

DB:

BEGINNING BALANCE

475.00 CR:

0.00

0.00

======== ACCOUNT TOTAL

SUBSCRIPTIONS

7-811.409

3-02-2017 9:52 AM	DETAIL	LISTING		PAGE: 2	
FUND : 500-RESTR	ICTED USE FUNDS		PERIOD TO	JSE: Oct-2016 THRU	Sep-2017
DEPT : 811	HOTEL MOTEL		ACCOUNTS:	7-811.202 THRU	7-811.610
POST DATE TRAN # REF.	ERENCE PACKET====DESCRIPTION	N====== VEND	INV/JE # NO	OTE ====AMOUNT====	====BALANCE====
7-811.411 SPE	CIAL CONTRACTS				
	BEGINNING BAL	ANCE			0.00
10/30/16 11/18 A89885 CHK:	108480 14334 MARKETING CONSU	LTING HOU 3603	16-OCT	1,872.00	1,872.00
=====	====== OCTOBER ACTIVITY DB:	1,872.00	CR: 0.00	1,872.00	
1/09/17 1/13 A91715 CHK:	109111 14485 JESSICA HOLT BEG	CK 3603	16-NOV/DEC	2,565.00	4,437.00
1/26/17 2/03 A92373 CHK:	109328 14523 WORKED ON BROCH	URES, WEB 3696	20170101	556.25	4,993.25
======	====== JANUARY ACTIVITY DB:	3,121.25	CR: 0.00	3,121.25	
X = 5 = 5	====== ACCOUNT TOTAL DB:	4,993.25	CR: 0.00		
				<u> </u>	
7-811.412 CHAI	MBER OF COMMERCE				
	BEGINNING BAL	ANCE			0.00
10/01/16 11/18 A89662 CHK: :	108516 14334 HOTEL/MOTEL FUNI	DING 0041	10/01/2016	6,654.55	6,654.55
10/14/16 10/17 A89116 VOID:	108265 14309 REVERSE VOIDED O	CHECK 0041	3RD QTR 2016	6,679.010	CR 24.46CR
=====	====== OCTOBER ACTIVITY DB:	6,654.55	CR: 6,679.010	CR 24.46CI	₹
1/06/17 2/21 A92716 CHK: 1	109414 14561 4TH QTR 2016 PAY	YMENT 0041	4TH QTR 2016	5,000.00	4,975.54
=====	JANUARY ACTIVITY DB:	5,000.00	CR: 0.00	5,000.00	
=====	====== ACCOUNT TOTAL DB:	11,654.55	CR: 6,679.010	CR /	
7-811.413 PION	NEER VILLAGE				
	BEGINNING BAL	ANCE			0.00
12/30/16 1/06 A91393 CHK: 1	109062 14463 QTR ENDING DEC.	31, 2016 1027	12/31/2016	2,500.00	2,500.00
	====== DECEMBER ACTIVITY DB:	2,500.00	CR: 0.00	2,500.00	
=====	====== ACCOUNT TOTAL DB:	2,500.00	CR: 0.00		
	•				
7-811.414 JB V	WELLS PARK				
	BEGINNING BAL	ANCE			0.00
11/15/16 12/02 A90273 CHK: 1	108613 14364 BRUSHES, LINER,	GLOSS BL 0219	00699670	385.00	385.00
11/28/16 12/02 A90274 CHK: 1	108613 14364 SANDING BLOCK	0219	00699801	26.94	411.94

00699934

180.00CR

180.00CR

704.76 CR:

704.76 CR:

5.98

180.00CR

264.84

22.00

524.76

417.92

237.92

502.76

524.76

11/28/16 12/02 A90293 CHK: 108639 14364 SANDING BLOCK RUBBER 0294 5839953

11/30/16 12/02 A90276 CHK: 108613 14364 TOWELL WYPALL X 60 POP U 0219 00699936

======== ACCOUNT TOTAL DB:

======== NOVEMBER ACTIVITY DB:

11/30/16 12/02 A90275 CHK: 108613 14364 BRUSHES, GLOSS BLACK, WY 0219

DETAIL LISTING

3-02-2017 9:52 AM PAGE: 3

FUND : 500-RESTRICTED USE FUNDS PERIOD TO USE: Oct-2016 THRU Sep-2017 DEPT : 811 HOTEL MOTEL ACCOUNTS: 7-811.202 THRU 7-811.610 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION====== VEND INV/JE # NOTE =====AMOUNT==== ===BALANCE====

7-811.415	MAIN STREET						
, 011,111		GINNING BAL	ANCE				0.00
10/10/16 10/28 A89158	CHK: 108421	14285 LAG SCREW, WIRE	CONNECTO 0130	50173940		93.20	93.20
10/11/16 10/28 A89146	CHK: 108388	14285 RETURNED ON DCF	RC114 SE 0097	1615484-00		16.01CR	77.19
10/11/16 10/28 A89147	CHK: 108388	14285 1-POLE, 2-8 OUT	DOOR LC, 0097	1612050-00		306.01	383.20
10/12/16 10/28 A89150	CHK: 108388	14285 1" SER CONNECTO	R 0097	1613313-00		8.92	392.12
10/12/16 10/28 A89227	CHK: 108386	14285 15A 125V QUICK	ATTACH PL 0294	5838321		3.98	396.10
10/13/16 10/28 A89148	CHK: 108388	14285 2-8 OUTDOOR LC	60A 0097	1612050.01		120.00	516.10
10/13/16 10/28 A89149	CHK: 108388	14285 2-8 OUTDOOR LC	60A 0097	1612050.02		30.00	546.10
10/13/16 10/28 A89228	CHK: 108386	14285 WINGED WIRE NUT	, HEXLOCK 0294	5838356		18.76	564.86
10/21/16 11/18 A89664	CHK: 108542	14334 2-8 OUTDOOR LC	60A 0097	1612050-03		30.00	594.86
10/24/16 11/18 A89674	CHK: 108573	14334 CABLE TIE 8" UV	B, LAG SC 0130	50174420		4.54	599.40
10/27/16 11/18 A89676	CHK: 108573	14334 CABLE TIE NYLON	, UV BLAC 0130	50174567		30.96	630.36
10/31/16 11/18 A89673	CHK: 108573	14334 WAS PAID WITH C	REDIT CAR 0130	50173260		22.78CR	607.58
10/31/16 12/02 A90189	CHK: 108680	14364 EXT CORD	0148	16-07075		7.72	615.30
	==========	OCTOBER ACTIVITY DB:	654.09	CR:	38.79CR	615.30	
11/01/16 12/02 A90170	CHK: 108683	14364 CABLE TIE 14" U	V BLACK 0130	50174742		18.38	633.68
11/01/16 12/02 A90193	CHK: 108680	14364 EXT. CORD	0148	16-07952		15.44	649.12
11/12/16 12/09 A90626	CHK: 108699	14402 HOLIDAY LIGHTIN	G & DECOR 0952	6782		213.00	862.12
11/16/16 12/02 A90171	CHK: 108683	14364 CABLE TIE 14" U	V BLACK 0130	50175183		8.09	870.21
11/17/16 1/06 A91341	CHK: 109093	14463 WAL-MART COMMUN	ITY 0148	17-08324		35.29	905.50
11/25/16 12/09 A90619	CHK: 108734	14402 15A 3 OUTLET TA	P HD ORAN 0294	5839918		6.59	912.09
11/25/16 12/09 A90620	CHK: 108734	14402 14/3 EXT CORD &	12/3 EXT 0294	5839929		112.44	1,024.53
11/28/16 12/09 A90618	CHK: 108734	14402 12/3 EXT CORD 3	OUTLET 2 0294	5839961		37.47CR	987.06
	**********	NOVEMBER ACTIVITY DB:	409.23	CR:	37.47CR	371.76	
		ACCOUNT TOTAL DB:	1,063.32	CR:	76.26CR		
7-811.416	CRYSTAL THEAT	TRE					
	ВЕ	G I N N I N G B A L	ANCE				0.00
7-811.417	INSURANCE						
	ВЕ	GINNING BAL	ANCE				0.00
7-811.430	TRAVEL & TRA						
	ВЕ	GINNING BAL	ANCE				0.00
10/06/16 11/18 A89884		14334 JESSIE'S HOTEL				409.97	409.97
	************	OCTOBER ACTIVITY DB:	409.97	CR:	0.00	409.97	
		0.51		-	1.02		
	35555555555	ACCOUNT TOTAL DB:	409.97	CR:	0.00		

3-02-2017 9:52 AM DETAIL LISTING PAGE: 4

FUND : 500-RESTRICTED USE FUNDS PERIOD TO USE: Oct-2016 THRU Sep-2017
DEPT : 811 HOTEL MOTEL ACCOUNTS: 7-811.202 THRU 7-811.610

DEPT	: 811	HOTEL MOT	EL		F	ACCOUNTS: 7-81	1.202 THRU	7-811.610
POST DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION======	= VEND	INV/JE #	NOTE	====AMOUNT====	====BALANCE====
7-811.502	!	ADVERTISING						
		ВЕ	GINNING BALANC	3				0.00
10/13/16 10/28	A89295	CHK: 108412	14285 4 COLOR, 1/3 PAGE DISP	LA 0668	249907		2,457.95	2,457.95
10/25/16 11/10	A89609	CHK: 108455	14336 FULL PAGE DISPLAY, ADV	ER 0668	249911		1,594.26	4,052.21
10/25/16 11/10	A89616	CHK: 108451	14336 1/2 PAGE AD	3597	43539		920.00	4,972.21
			OCTOBER ACTIVITY DB: 4	972.21	CR:	0.00	4,972.21	
11/01/16 11/10	A89611	CHK: 108456	14336 1/2 HORIZONTAL PAGE AD	/E 3255	40008705		6,980.00	11,952.21
			NOVEMBER ACTIVITY DB: 6	980.00	CR:	0.00	6,980.00	
12/01/16 1/06	A91440	CHK: 109079	14463 SEMI ANNUAL HOSTING -6	M 3625	6455		3,150.00	15,102.21
12/04/16 1/13	A91689	CHK: 109149	14485 REIMBURSE FOR TOUR TIC	Œ 2956	REIMBURSE	162112	48.00	15,150.21
			DECEMBER ACTIVITY DB: 3	198.00	CR:	0.00	3,198.00	
1/23/17 2/03	A92379	CHK: 109334	14523 MAGAZINE FEBRUARY 2017	I 3776	6776		800.00	15,950.21
1/27/17 2/03	A92352	CHK: 109333	14523 ADVERTISING-TEXAS EVEN	rs 0668	258008		1,089.36	17,039.57
			JANUARY ACTIVITY DB: 1	889.36	CR:	0.00	1,889.36	
2/08/17 2/21	A92758	CHK: 109429	14561 ADVERTISING IN TEXAS H	G 0668	259199		3,418.79	20,458.36
			FEBRUARY ACTIVITY DB: 3	418.79	CR:	0.00	3,418.79	
		***********	ACCOUNT TOTAL DB: 20	458.36	CR:	0.00		
7 011 503		PI POMPIONI I	THE EVERNOR					
7-811.503		ELECTRICAL L	INE EXPENSE GINNING BALANCI	,				0.00
		5.5	GIRNING BADANCI	•				0.00
7-811.504		SIGNAGE & BA	WINDS					
7-811.504			GINNING BALANCI	2				0.00
10/01/16 10/28 /	A89318	CHK: 108362	14285 ADVERTISING ON BILLBOAR	ND 3341	7480		675.00	675.00
10/01/16 10/28 2			14285 ADVERTISING LEASE SPACE	3587	205417		1,900.00	2,575.00
10/01/16 11/10 2			14336 IH 10 SEALY, ADVERTISIN		7481		425.00	· ·
10/15/16 10/28 /	A89302		14285 BILLBOARD ADVERTISING		82084		650.00	3,650.00
			OCTOBER ACTIVITY DB: 3,	650.00	CR:	0.00	3,650.00	
11/01/16 11/10 /	A89613	CHK: 108446	14336 IH 10 SEALY, ADVERTISIN	IG 3341	7570		675.00	4,325.00
11/01/16 11/10 /	A89614	CHK: 108446	14336 IH 10 SEALY, ADVERTISI	IG 3341	7571		425.00	4,750.00
11/01/16 11/10 2	A89615	CHK: 108454	14336 ADVERTISING LEASE SPACE	3587	206369		2,400.00	7,150.00
11/15/16 11/18 2	A89847	CHK: 108529	14334 BILLBOARD ADVERTISING	2532	82090		650.00	7,800.00
		2823223322	NOVEMBER ACTIVITY DB: 4	150.00	CR:	0.00	4,150.00	
12/01/16 12/02 #	A90394	CHK: 108612	14364 IH 10, SEALY ADVERTISIN	IG 3341	7667		675.00	8,475.00
12/01/16 12/02 8	A90395	CHK: 108612	14364 IH 10, SEALY ADVERTISIN	IG 3341	7668		425.00	8,900.00
12/01/16 12/09 8	A90708	CHK: 108753	14402 ADVERTISING LEASE SPACE	3587	207328		2,400.00	11,300.00
12/15/16 2/21 4	A92778	CHK: 109444	14561 BILLBOARD ADVERTISING	2532	82085		650.00	11,950.00
		EE========	DECEMBER ACTIVITY DB: 4	150.00	CR:	0.00	4,150.00	

3-02-2017 9:52 AM DETAIL LISTING PAGE: 5

	3 -	-02-201	17 9:5	2 AM	DETAI	L LIST	ING			PAGE: 5	
	FUN	ND	: 500	-RESTRICTED USE	E FUNDS				PERIOD TO USE:	Oct-2016 THRU	Sep-2017
	DEF	PT.	: 811	HOTEL MOT	rel				ACCOUNTS: 7-811.	202 THRU	7-811.610
	POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRI	PTION======	VEND	INV/JE #	NOTE =	====AMOUNT====	====BALANCE====
	1/01/17	1/06	A91430	CHK: 109058	14463 IH 10 ADVER	TISING	3341	7762		675.00	12,625.00
	1/01/17	1/06	A91431	CHK: 109058	14463 IH 10, ADVE	RTISING	3341	7815		425.00	13,050.00
				CHK: 109177	14485 ADVERTISING			208264		2,400.00	15,450.00
				CHK: 109200	14514 BILLBOARD A		2532	82086		650.00	16,100.00
	-,,	-,					150.00	CR:	0.00	4,150.00	20,200.00
									0.00	.,250.00	
	2/01/17	2/03	A92365	CHK: 109329	14523 ADVERTISING	LEASE SPACE	3587	209231		1,941.38	18,041.38
				CHK: 109451	14561 ADVERTISING			7854		675.00	18,716.38
				CHK: 109451	14561 ADVERTISING			7855		425.00	19,141.38
				CHK: 109444	14561 BILLBOARD A		2532	82087		650.00	19,791.38
	2/13/17	2/21	A32113	CRR: 109444					0.00		19,791.36
					FEBRUARY ACTIVITY	DB: 3,	691.38	CR:	0.00	3,691.38	
					ACCOUNT TOTAL	DD: 10	701 30	CD.	0.00		
					ACCOUNT TOTAL	DB: 19,	791.38	CR:	0.00		
•	7 0	11 510		DROMOTTOWN	TMENO						
	7-8	11.519	,	PROMOTIONAL						6	
				8 8	GINNING B	BALANCE					0.00
	0/05/25	10/00		~							
_	10/06/16	10/28	A89306	CHK: 108399			2819			4,026.84	4,026.84
					OCTOBER ACTIVITY	DB: 4,	026.84	CR:	0.00	4,026.84	
					ACCOUNT TOTAL	DB: 4,	026.84	CR:	0.00		
-											
7-811.520 MARKETING AND PROMOTIONS											
				ВЕ	GINNING B	ALANCE					0.00
-											
7-811.521 SPECIAL PROJECTS											
				ВЕ	GINNING B	ALANCE					0.00
	1/11/17	1/13	A91716	CHK: 109173	14485 APPROVED FO	R CVB GRANT	3621	01/11/17	7	1,200.00	1,200.00
					JANUARY ACTIVITY	DB: 1,	200.00	CR:	0.00	1,200.00	
				==============	ACCOUNT TOTAL	DB: 1,	200.00	CR:	0.00		
-											
	7-8	11.522		INDEPENDENCE	RELAY						
				ВЕ	GINNING B	ALANCE					0.00
	1/23/17	2/03	A92351	CHK: 109311	14523 FACILITY RE	NTAL & CUSTO	D 2142	1		375.00	375.00
					JANUARY ACTIVITY	DB:	375.00	CR:	0.00	375.00	
					ACCOUNT TOTAL	DB:	375.00	CR:	0.00		
_											

7-811.524 GONZALES CO. JAIL MUSEUM

3-02-2017 9:52 AM DETAIL LISTING PAGE: 6

PERIOD TO USE: Oct-2016 THRU Sep-2017

FUND : 500-RESTRICTED USE FUNDS
DEPT : 811 HOTEL MOTEL
T DATE TRAN # REFERENCE PACKET=== ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE TRAN #	REFERENCE	PACKET====DESC	RIPTION=====	= VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
		В	GINNING	BALANCI	Ξ				0.00
7-	811.525	HISTORIC PRI			_				
		В 1	GINNING	BALANCI	2				0.00
7-	811.526	MEMORIAL MUS	EUM						
			GINNING	BALANCI	3				0.00
7 -	811.527	EGGLESTON HO	USE						
		ВЕ	GINNING	BALANCI	3				0.00
7 -	811.528	JB WELLS HOU	SE						
		ВЕ	GINNING	BALANCE	E				0.00
//	. /								
12/31/16	1/13 A91647		14485 MAINT & R			123116		1,100.00	1,100.00
			DECEMBER ACTIVIT	Y DB: 1,	100.00	CR:	0.00	1,100.00	
		==========	ACCOUNT TOTAL	DB: 1,	100.00	CR:	0.00		
7-	811.529	RIVERSIDE MU	SEUM						
		ВЕ	GINNING	BALANCE	Ξ				0.00
10/11/16	10/28 A89278	CHK: 108375	14285 MONTHLY B	ILLING	3431	10/11/2016		78.24	78.24
			OCTOBER ACTIVITY	DB:	78.24	CR:	0.00	78.24	
11/01/16	12/02 A90251	CHK: 108613	14364 HALOGEN B	ULB 500W	0219	00698787		5.95	84.19
	12/02 A90292		14364 150 W, (2		0294	5839264		12.66	96.85
11/11/16	12/02 A90349	CHK: 108623	14364 MONTHLY B	ILLING	3431	11/11/2016		78.26	175.11
			NOVEMBER ACTIVIT	Y DB:	96.87	CR:	0.00	96.87	
20/00/20	10/05 20000	<i></i>						2 = 2	
		CHK: 108999				015332		3.50	178.61
12/11/16	12/27 A91001	CRK: 1089/1	14423 MONTHLY B DECEMBER ACTIVIT		3431 86.74	12/11/16 CR:	0.00	83.24 86.74	261.85
			DECEMBER ACTIVIT	ı ub:	00./4	CR:	0.00	50.74	
1/11/17	1/27 A92031	CHK: 109243	14496 MONTHLY B	ILL	3431	01/11/17		78.23	340.08
	2/03 A92301		14523 BREAKER 6			00702478		13.86	353.94
					92.09	CR:	0.00	92.09	
		E========	ACCOUNT TOTAL	DB:	353.94	CR:	0.00		

7-811.530 EXPO CENTER

3-02-2017 9:52 AM DETAIL LISTING PAGE: 7

FUND : 500-RESTRICTED USE FUNDS PERIOD TO USE: Oct-2016 THRU Sep-2017 DEPT : 811 HOTEL MOTEL ACCOUNTS: 7-811.202 THRU 7-811.610

DATE TRAN # REFERENCE PACKET=====DESCRIPTION====== VEND INV/JE # NOTE =====AMOUNT==== ===BALANCE====

BEGINNING BALANCE

0.00

2/27/17 2/27 B29103 JE# 014510 06281 EXPO BOND PAYMENT 87,062.50 87,062.50

======== FEBRUARY ACTIVITY DB: 87,062.50 CR: 0.00 87,062.50

========= ACCOUNT TOTAL DB: 87,062.50 CR: 0.00

7-811.531 CITY SPECIAL EVENTS

BEGINNING BALANCE 0.00

7-811.532 TOURISM WEEK

BEGINNING BALANCE 0.00

7-811.533 NEW EVENTS

BEGINNING BALANCE 0.00

7-811.534 ONE-TIME EVENTS/EXPENSES

> BEGINNING BALANCE 0.00

> > 0.00

7-811.610 OFFICE FURNITURE & EQPT

000 ERRORS IN THIS REPORT! *-*-*-*-*-*-*-*-* *-*-*-*-*-*-*-*-*-

BEGINNING BALANCE

** REPORT TOTALS ** --- DEBITS --- --- CREDITS ---

BEGINNING BALANCES: 0.00 0.00

156,801.12 REPORTED ACTIVITY: 6,935.27CR 156,801.12 ENDING BALANCES: 6,935.27CR

TOTAL FUND ENDING BALANCE: 149,865.85

Barbara Friedrich

From:

Gary Schurig

Sent:

Wednesday, March 01, 2017 10:16 AM

To:

Genora Young

Cc:

Barbara Friedrich

Subject:

Museum Attendance

Genora,

Here is February attendance totals = 888

Thanks,

Gary