

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, August 11, 2016

City Hall at, 820 St. Joseph

12:30 p.m.

**Call to Order and Certification of Quorum**

Chairman Crozier called the meeting to order at 12:30 p.m. A quorum was declared present. ( a quorum being 4 members since our membership is now at 7 people)

**Members present:** Barbara Crozier, Ann Covert, Dawn O'Donnell, Paul Frenzel; Alison Guerra;  
**Members absent:** Chris Kappmeyer, Ken Morrow; **Ex officio present:** Barbara Friedrich of Main Street;  
Daisy Freeman of Chamber of Commerce and Visitor's Center; **Staff present:** Jesse Holt, Marketing  
Consultant ; Jill Schauer, Intern-GEDC, **City Officials present:** None; **Guest:** Glenda Gordon of the  
Gonzales Historic Commission and Eric McGowen of the Gonzales Inquirer.

**Public Comments:**

In public comments, Glenda Gordon spoke to the issue of signage that the Commission has initiated in a signage project. This came about when Chamber of Commerce made her aware that the World War 1 Cannon is often mistaken for the cannon of Texas historic value that is housed in our Museum. Signs have been designed and produced for the site where the WWI Cannon is standing. Chairman Crozier spoke with the City Manager and was assured that the WWI Cannon would not be moved again, since it has been moved several times. It is in the Gonzales State Park , a designation not known until recent research. The signage will be placed there on Smith Street. Glenda stated that since the 100<sup>th</sup> anniversary of World War I will be recognized in 2017 that the Commission felt it was important to identify our cannon appropriately. Glenda will be attending a state meeting where plans are in motion for the events of the 100<sup>th</sup> year. In other news, she stated that Ft. Waul, at Pioneer Village, will also be marked with a sign for identification. Funding for this sign is from a state Grant of \$5,000. That the Commission received for the restoration of the First Shot Battle monument.

Eric McGowen spoke of his interest in helping us where he can. Since Gonzales is now recognized as a film friendly community, he feels we can offer more possibilities for the film industry. He serves on the Austin film society and is working with the Texas film Commission. He stated that Smithfield has been a part of the film industry and filming for movies and commercials have been done there. He feels that Gonzales is a better site. He also stated that Bastrop is getting a lot of play for commercials and that Gonzales would be a better site for that part of the industry. He offered to be our liaison with the film commission and we told him we would be most appreciative for his service.

Barbara Crozier spoke regarding the issue of Board appointments. We have two vacancies and four members up for reappointment. She indicated that two people are very interested in serving on the board and will place their application for consideration. She said that the four up for reappointment have shown a desire to be reappointed. Those being Chris Kappmeyer, Ken Morrow, Alison Guerra and Ann Covert. She also asked that those wishing to be reappointed contact Barbara with their request in writing. Those appointments will be made in the September Council meeting.

1. **Approval of Minutes:** The minutes of the July meeting are deferred for consideration in the next meeting.

#### **Action Items:**

2. **Post Event Form Report from DVS Productions:** This report is complying with needed Report on event. Daisy spoke that the Chamber sold a lot of tickets for the event. Alison said that the Sleep In was 65% filled and the Holiday Inn 54% filled for the night.
3. **Report from Tourism Brainstorming Committee.** In the last meeting discussion was had as to needs of the community to make it more presentable. Mayor Kacir asked that each offer at least three things that we could consider. Offered for discussion were friendly signage to assist the tourist; a shuttle to take people to and from the airport, arena, and brewery in Shiner. Trash cans, park benches, clean our jewelry like the museums and parks; regular maintenance - the road in the park is now going to be pricy because it has not been maintained through the years. See that the sidewalks grass is trimmed and not subject to week killer. More work on this project will continue with a report coming in the September meeting.
4. **Report by Marketing Consultant Regarding Advertising, Billboards, and Website.** Jesse was asked to get the advertising contract to \$70,000.00. She got it to \$69,251.07. The new art work has not been applied to the billboard. She showed the new art that we have approved. Should be applied by the end of the week. She and Barbara Friedrich are working on a list of all of the businesses, hotels, etc. to get on the new web site. Then photos will have to be added. Erick will assist Jess in taking photos. Gerry Lawing has been taking some photos and will be happy for us to use them. Houston seems to be responded strongly and more advertising will be considered for there. More editing must be done on the Rick Green video for use in our promotions. Billboards: the board at Victoria College on Hiway 90A has not been replaced. Jesse is working on the art work. Revisions will be made as to the original approval of stay, shop, dine, turn at next left. The Board out of Austin, should it be revised to use the word Savor. Savor is more sophisticated and less used than experience. Dawn suggested taking a tip from Bucees' and repeat our message several times – we will use the word Savor it. Billboard on I-10 our of Houston – Jesse has been working with Angels and Outlaws about using one of the boards. This has gotten complicated. We would have to sign a release of contract with the

billboard company. After discussion Jesse will work with Angels and Outlaws to see if they still want the space, the contracts will be revised and brought for execution. Signs coming into town will be revised to reflect Welcome to Gonzales, and thank you for coming.

5. **Report from advisory members on Event Development.** No report
6. **Report on Upcoming events.** August and September events are posted.
7. **Financial Report.** Council approved our budget with minor modifications. We will need stay within our \$45,000. special projects. The budget will be sent out for review before the next meeting.
8. **Staff reports** – Barbara Friedrich reported that there are new business in town. The Apache Saddle repair; a bakery and a new business in the Storey building.
9. **The next meeting is scheduled for October 13, at 12:30 p.m.**

The chairman asked for a motion to adjourn. Dawn O'Donnell moved that we adjourn. With a second from Ann Covert, the meeting adjourned at 1:40 p.m.

Items on Agenda not included here but made a part of the Minutes.

1. Financial Reports- Staff

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Ann Covert, Secretary