

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, January 12, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:01pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Chris Kappmeyer, Ann Covert, Holly Danz, Alison Rodriguez; **Members absent:** Ken Morrow; **Ex officio present:** none; **Staff present:** Jill Schauer, Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Genora Young; **Guests:** Daisy Scheske Freeman, Marlene Metzler, Rhonda Gray, Connie Dolezal, Amy Cernosek, Kathryn Penrose, Andy Rodriguez, Keith Schauer, Eric Dalkey.

Public Comments: Each guest introduced themselves, and stated their purpose/interest for attending.

1. Approval of Minutes: The minutes of the December 8, 2016 meetings were approved unanimously, with the correction of Alison Guerra Rodriguez's name.

Action Items:

2. **Presentation of Visit Widget of Gonzales, Texas.** Owner/Founder of the company presented their offering for the City of Gonzales. Visit Widget is a software service for visit planning and business visit planning; Interactive mapping program to combine events, lodging, dining, and any other "thing" that the city has to offer. Has a mobile application so can be used online and on mobile devices. It embeds in the city website, so it doesn't compete with it. Demo was shared with the board. Costs are offered in basic, plus, and pro versions. Set up fee is \$2500, but would be waived for us if commitment came this quarter. They do ask for 12-month commitment, and then it becomes month to month. Agreement could be done for a longer term; prices won't change.
3. **Discuss and Consider Three-year financial report on "Come and Take It" event.** Chris Kappmeyer asked for this report to be made available. He makes note that our funds are much smaller this year; we had a \$400,000ish shortfall for last fiscal year. So while in years past we were able to give significant (\$36,000 last year) funds to C&TI, we would not be in that position this year. C&TI Committee treasurer was in attendance, and discussed the numbers for the last 3 years. One change for last year's event, in terms of dollars made for the committee, was to add an additional dollar to per beer sales, and that money went straight back to the committee. They also changed how tickets sales revenue was distributed, so that all entries/booths pay a flat 12.5% of their sales to the committee, and the committee then takes care of all expenses. This helps us see how the committee makes money on their own to seed the following year's

events, and helps us determine what this board can help with for this year. Per Daisy Freeman, the response after 2016 was tremendous, and that they had numerous calls asking for 2017 dates so hotels could be booked.

4. **Discuss and Consider application for funding from Come and Take It Committee.** Chris Kappmeyer moved to give \$6,000 to C&TI Committee for 2017; Clint Hille seconded, discussion opened. How much could we reasonably give? Where would the money come from? What recommendations could we make when submitting to council? We have to be cautious with the funds we have; we are already behind 12% for the year. Chris Kappmeyer amended his motion to now recommend to the City to give \$6,000 for advertising and \$6,000 for entertainment, and to recommend to Council to pull funds out of fund balance. Holly Danz seconded. Motion passed unanimously.
5. **Discuss and Consider Billboard and Advertising opportunities.** Using 3 sign companies; Genora asked the board if marketing and staff can make changes to the number of billboards/money spent; these changes can then be brought to the board. Ann Covert motioned to defer these decisions to staff; Holly Danz seconded. Motion carried unanimously.
6. **Discuss and Consider theme for marketing.** Ann Covert thinks we can upgrade our marketing and messages. She suggested weekend getaway giveaways and "Meet me in Gonzales" magazine articles. She'd like someone to write articles on this topic. Genora Young also suggested to use "It's a blast". Barbara Crozier volunteered to write the article. Chris Kappmeyer moved to form a committee, headed by Ann Covert, to discuss and create this article series. Dawn O'Donnell seconded; motion carried.
7. **Discuss and Consider brochure.** Revised brochure was circulated. Content and format are up-to-date. Clint Hille moved to leave the final revisions up to the marketing consultant, Dawn O'Donnell. Motion carried.
8. **Discuss and Consider how to utilize the GCVB's time during the meeting.** Chris Kappmeyer wants an open-discussion section of the monthly meetings, so new items can be brought up and discussed. Per legal restrictions, this meeting cannot have a section like this. Any new items that would like to be discussed need to be sent to staff 72 hours in advance, to be added to the agenda. Would like an agenda item at every meeting to discuss expo. Chris so moved, Holly Danz seconded; motion carried.

Reports

9. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Jill contacted Rick Green, and would like to set up a meeting.
10. **Post Event Report from Come & Take It committee.** No further discussion.
11. **Report from advisory members on Event Development.** Historic Homes Association meeting to discuss Winterfest tour, and to discuss a grounds and garden tour 1st weekend in May.

12. **Report on Upcoming Events.** GISD Education Foundation Casino Night Fundraiser taking place on Jan. 28, 2017 at the Expo. Honky Tonk Festival at Expo February 17-19th. Lights Festival has committed to Expo, April 22nd and June 10th (expecting 8,000 people). Sweetheart Dance at GG's February 14th. Chamber Banquet February 10th. Junior High Ribbon Cutting January 12th.
13. **Financial Report.** No further discussion.
14. **Staff Report.** Barbara Friedrich reported that Long Branch Saloon is reopening; Silver Star Saloon building will be opening as a new bar; 50 Shades of Rust antique store opening.
15. **Set date and time of next regular meeting.** February 9th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Dawn O'Donnell, the meeting was adjourned at 1:27pm

Holly Danz, Secretary