

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, July 14, 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, Dawn O'Donnell, Paul Frenzel; Alison Guerra; **Members absent:** Chris Kappmeyer, Ken Morrow; and Ann Covert. **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:** Mayor Connie Kacir.

Public Comments:

In public comments, Barbara Crozier reported that the Crystal Theater performance was cancelled due to illness in the group of performers.

1. **Approval of Minutes:** The minutes of the June 10' 2016 meeting were unanimously approved with corrections.

Action Items:

2. **Billboard on US 183 South.** Daisy Scheske-Freeman spoke on having the two billboards on US 183 South refurbished. Barbara Crozier asked that we get with Genora Young to see if funds are available in this year's budget.
Following discussion, Dawn O'Donnell moved to approve updating the two billboards on US Hwy. 183 South. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.
3. **Proposal from AJR Media for next year.** Marketing Consultant Jessie Holt presented a proposal from AJR Media Group for advertising with www.TourTexas.com, Texas Highway Magazine and AAA Texas Journey Magazine for the year 2017. The Total cost would be \$72,101.07. In order to get the discounts the agreement would have to be signed by August 2016.
Following discussion, Alison Guerra Rodrigue moved to approve funding \$70,000 for advertising with www.TourTexas.com, Texas Highway Magazine, and AAA Texas Journey Magazine. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

Barbara Crozier readdressed public comments and asked Connie Kacir if she had any comments. Connie Kacir told the committee that they were doing a great job on tourism. She asked if they would consider funding a Main Street project that would include lighting of trees on Confederate Square and have carousel during the Winterfest activities. This would be a cost of \$12,000. Barbara Crozier asked Barbara Friedrich to place on the August agenda. Connie also spoke of partnering with surrounding communities for Tourism.

Reports

4. **Post Event Report from Hat Rod Productions.** Barbara Crozier asked that this item be addressed at the next meeting as Genora Young would like to discuss his report.
5. **Report by Marketing Consultant Regarding Advertising, Billboards, and Website.** Jesse Holt reported that she had the artwork for the GonzalesTx.travel website. She had two versions that committee could pick from.
6. **Report from advisory members on Event Development.** No report
7. **Report on Upcoming events.** August and September events are posted.
8. **Financial Report.** Financial Report was reviewed.
9. **Staff reports –**
None
10. **The next meeting is scheduled for August 11, 2016 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

Ann Covert, Secretary