

MINUTES OF THE REGULAR MEETING OF  
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, March 10, 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.

**Members present:** Barbara Crozier, Ann Covert, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel; Alison Guerra Rodriguez; **Members absent:** Meena Patel, **Ex officio present:** Daisy Scheske, Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Genora Young, GEDC, Jesse Holt, Marketing Consultant ; **City Officials present:** Mayor Bobby Logan, Councilman Tommy Schurig and Councilman Clarence Opiella; **Guests:** Vicki Frenzel from Gonzales Pioneer Village

**Public Comments**

Time for public comments included comments from Vicki Frenzel, Board member of Pioneer Village. She told of the number of people who visit the village each year is growing. She is asking for \$1,000 for brochures. They have applied for the GVEC Power up grant for work on a building or two. Several groups are scheduled to visit this month. 115 teenagers from Yoakum are coming. The new manager Anna Welch is doing a great job for the village while studying at Victoria College.

1. Approval of Minutes: The minutes of February meeting were approved as presented.

**Action Items:**

2. Discuss and consider the request from Pioneer Village for \$1,000. Ann moved to approve this request and with a second by Dawn the motion carried by a aye vote from all members. Paul Frenzel commented that the Dutch Oven Cook Off would be coming up on April 30 and asked about advertisement for that. Jesse stated that the electric LED board is operative as of today and that the Dutch Oven Cook Off could go on the board as soon as this afternoon.
3. Discuss and consider preparation and activities during Tourism Week. Chairman Crozier asked Genora to comment. Genora said that Tourism Week would be the first week in May, as always. This year it would be May 1-7. She shared statistics of how tourism helps a community. She said that Tourism is a key element in the economic development of our town. Chairman Crozier said that it is imperative to get the community to be more aware of the value of tourism. Genora said that she would very much like to see us celebrate Tourism Week in

choosing some things to do that would enforce the message of tourism and show appreciation to the front line people. She said that she asked Ann to take the lead on this and that Barbara was helping. We can get the proclamation and she would like to show a video "Dollars and Cents and the impact of tourism." She said there was another video that is "Jobs created by Tourism". And she commented that with the downturn of the oil benefits we will need tourism. She said that no other community owns the history like we do; without the 32 men from Gonzales that went to the Alamo, Texas history would be written another way.

She suggested that we consider some form of appreciation to the front line people like Hotel clerks, restaurant personnel, convenience stores and the like. Discussion was had as to how to proceed.

Some things to consider for Tourism Week

- Have City Council read a proclamation in April Council meeting which will officially designate May 1-7 as Tourism Week in Gonzales.
- Provide lapel buttons saying "Ask me about" or "Ask me about Gonzales" for front line people or something catchy.
- Gift basket with flag, coffee mug "Gonzales", cookies.
- A card or letter to explain tourism and their part.
- Have front line people dressed as settlers, pioneers, etc.

After discussion as to how much a reasonable budget would be, Ken Morrow moved that we set a budget of \$2,400.00 to help frontline people understand the impact of tourism. With a second from Paul Frenzel, the committee voted unanimously to fund the project.

Action: A Tourism Week committee was appointed with Ann Covert, Dawn O'Donnell, Ken Morrow, Paul Frenzel, Jesse Holt and Daisy Scheske. Report will be made at the April meeting.

4. Discuss and Consider Keep Gonzales Beautiful: There was discussion had as to the KGB program. Genora would like to know where we are with that. Ann was asked for input on this since she had been in charge of it several years ago. It was noted that the program failed for lack of City support. Ann said that the program accomplishments was about to bring us \$150,000. dollars but was pulled. Ann indicated that it is an extensive program but will be happy to bring Genora up to date on where it is. We are coming up on the Jim Price Clean Up date in which there is now a great participation by the community. Genora would like to have the schools and hospital and other groups help with this project. They do in part but the participants could be enlarged. Chairman Crozier asked for committee participants to review what has been done and asked if you were interested in the future of KGB to be on the committee. **Action:** Committee was formed to review KGB and make recommendation and next meeting. The members are Ann Covert, Dawn O'Donnell, and Paul Frenzel, Jesse Holt and Daisy Scheske Freeman.
5. Discuss and consider participating in the Texas Travel Counselor Conference April 25-28, 2016.

This is a conference that meets once a year and includes traveler counselors from the entry points around the state. The entry points have our brochures but they are running very low. Jesse is working on a new brochure that we can provide them with. The counselors know that and are waiting to see our new brochure. The conference this year is in San Marcos. Genora checked into the expenses and registered us to participate with TTIA so that we can become a Destination city and participate in this conference. The conference cost is \$45.00 including all meals and we can provide a booth showcasing Gonzales for \$345. We need 200 items and we could take flags for each counselor. We can send several representatives from Gonzales to visit with the Counselors. Texas Highway and Texas Monthly representatives will be there. We will have face time with all of these people who want to know about Gonzales.

Daisy will represent Gonzales. Cost for her will be around \$1,000. for hotel, travel and expenses. **Action:** Ken Morrow moved that we allocate \$2,400. for the project. With a second from Dawn O'Donnell The committee voted unanimously to fund the project. That is \$1,000. Travel for Daisy and \$1,400. for flags, T shirts or whatever we need to take for handouts. Genora, Barbara, Allen and Jesse will participate in the travel fair that showcases talking with the counselors and networking.

6. Report by Marketing Consultant regarding advertising, smart phone app, Billboards and Website. See report attached as to new records of page likes – exposure to many of the new flag and the Wall that Heals. Jesse encouraged each member to use their Facebook to contact their friends and make them aware of the flag and the Wall. One Facebook is not enough to cover everybody. Good news that Texas Coop gave us a one half page in their magazine for the same price as the ¼ page that we had before. They gave us coverage all over the state of Texas, with the ¼ page we had a limited exposure. Chairman asked if there were any questions about the smart phone APP and Jesse said no not at this time because we must continue with Bar Z for a couple more months. Saffire cannot build a website for replacement before that. Chairman Crozier reminded us that we chose to drop the APP and go with Saffire which is more mobile friendly. We were also reminded that we need the traffic stats that will view the board. Events will be posted timely. Dawn relayed a story – she was out in her front yard when a passerby from Wimberly stopped to chat. The visitor said what do you do here – there is nothing to do here. Dawn corrected her and said that there are all kinds of things to do here- and told her of many of the activities. The visitor said she had no idea – she was thinking about moving here. So the LED announcing activities is important so people will know what is going on here. Jesse was asked about the new city website and she reported that the art work is a work in progress, that she hopes to have the second round of art next week. The May and June print media is ready and will be coming out with the summer concerts. Then not much print ads until the Fall for Come and Take It. Discussion was had about the Wall that Heals. It will be here March 23 through March 26.

During discussion of upcoming events, Paul Frenzel told of how great the Village is looking. A large group of volunteers have really been busy cleaning and clearing the area. More people have been invited this year than ever to participate in the Dutch Oven Cookoff.

During discussion of upcoming events, Chairman Crozier asked Main Street Manager if she would contact people in organizations who have upcoming events to join us for our meeting . We would like for them to share information so we can be more supportive of the event. She will do so.

Genora invited all to the GAD C and GEDC luncheon on April 19 at the new expo center. The Day Tripper will be the guest speaker and the theme is Spaces, Faces and Places of Gonzales and where do you fit in.” Gerry Lawing and Genora have been working diligently on this for sharing information about Gonzales. Chairman Crozier said that it would be great to have front line people invited to this. She will contact Gerry who is working on the guest list.

Other upcoming events. Jim Price Clean Up – April 23 and Hospital Gala is May 7.

9. Financial Report: The Finances were reviewed and it was noted that GEDC approved part of payment for the Expo Center and those funds taken from the Tourism budget will be placed back in Tourism Budget.

Genora thanked the Board for the time and betterment of our community. She also thanked the Board for supporting her.

The announcement was made that this committee will hereafter be known as The Gonzales Convention Visitors Bureau GCVB. The City Council designated this identification as a change from being known as the Tourism Committee in their March 2016 meeting.

With a motion by Ann and a second by Dawn O'Donnell, the meeting adjourned at 1:45

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

1. Financial Reports
2. Unfinished business: Kiosks, GVT advertisement, work with the Alamo, Promo ideas

---

Ann Covert, Secretary