

**CITY OF GONZALES, TEXAS**  
**GONZALES CONVENTION & VISITOR BUREAU MEETING**  
**GONZALES MUNICIPAL BUILDING 820 ST. JOSEPH STREET**  
**THURSDAY, MARCH 21, 2024, AT 1:00 P.M.**  
**AGENDA**

**CALL TO ORDER**

**EVENTS AND ANNOUNCEMENTS**

- Announcements of upcoming City Events
- Announcements and recognitions by the Board Chair
- Recognition of actions by community volunteers

**PUBLIC COMMENTS**

This time is set aside for any person who wishes to address the Gonzales Convention & Visitors Bureau. Each person should fill out the speaker's register prior to the meeting. Presentations should be limited to no more than 3 minutes.

All remarks shall be addressed to the Gonzales Convention & Visitors Bureau as a body, and not to any individual member thereof. Any person making personal, impertinent, or slanderous remarks while addressing the Gonzales Convention & Visitors Bureau may be requested to leave the meeting.

Discussion by the Gonzales Convention & Visitors Bureau of any item not on the agenda shall be limited to statements of specific information given in response to any inquiry, a recitation of existing policy in response to an inquiry, and/or a proposal to place the item on a future agenda. The presiding officer, during the Public Comments portion of the agenda, will call on those persons who have signed up to speak in the order they have registered.

**ACTION ITEMS**

- 1.1 Discuss, Consider and Possible Action on the February 15, 2024, Regular Meeting Minutes
- 1.2 Discuss, Consider and Possible Action on funding policies of the Gonzales Convention and Visitor's Bureau to include but are not limited to:
  - Review and propose any changes to the application for funding
  - Eligible funding categories, percentages and appropriate allowable funding and allocation consideration
- 1.3 Discuss, Consider and Possible Action on **Resolution #2024-3** Authorizing the funding to the Lone Star Relays in an amount not to exceed \$5,000.00 to be used to reimburse certain expenses, including advertising, solicitations, and promotions that attract tourist and convention delegates to the City of Gonzales
- 1.4 Discuss, Consider and Possible Action on **Resolution #2024-4** Authorizing the funding to the Wine Country Festival LLC. dba Cattle Country Fest in an amount not to exceed \$150,000.00 to be used to reimburse certain expenses, including advertising, solicitations, promotions that attract

tourist and convention delegates to the City of Gonzales; and/or promotions of the arts that directly enhance tourism and the Hotel & Convention Industry; and/or funding transportation systems for tourists for the 2024 Cattle County Music Festival to be held from April 12, 2024 through April 14, 2024

- 1.5 Discuss, Consider and Possible Action on Resolution #2024-5 Authorizing the funding to the Chamber of Commerce - Come and Take It Committee for an amount not to exceed \$40,000.00 to be used to reimburse certain expenses, including advertising, solicitations, promotions that attract tourist and convention delegates to the City of Gonzales; and/or promotions of the arts that directly enhance tourism for the 2024 Come & Take It Celebration from October 4, 2024 through October 6, 2024

## **OTHER BUSINESS**

- 2.1 Gonzales Chamber of Commerce-Regan Wilkerson Tourism Coordinator-Regan Wilkerson will lead discussions regarding:

### Current Event Focus

- Texas Independence Relay
- Solar Eclipse
- Cattle Country Fest
- Master Gardeners' Annual Spring Plant Sale

### Tour Gonzales Website

- Website & Social Media Insights

### Project

- Self-Guided BBQ Trail Tour

## **STAFF/BOARD REPORTS**

- 3.1 Arena Operations Manager, Ms. Amanda Garza will provide an update regarding past and upcoming events at J.B. Wells Park
- 3.2 Main Street Director, Tiffany Hutchinson-Padilla will provide an update regarding past or upcoming Main Street hosted events and Beautification Committee projects
- 3.3 Financial Reports for Hotel/Motel Fund as of March 11, 2024

## **BOARD REQUESTS AND ANNOUNCEMENTS**

- Requests by Board for items on a future CVB agenda
- Set Date and Time for next CVB meeting

## **ADJOURN:**

I certify that a copy of the March 21, 2024, agenda of items to be considered by the Gonzales Convention & Visitors Bureau was posted on the City Municipal Building bulletin board on the 18<sup>th</sup> of March 2024, at 1:00 P.M. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting. I further certify that the above agenda was

removed on \_\_\_\_\_ day of March 2024 at \_\_\_\_\_ AM/PM. I further certify that the following News Media were properly notified of the above stated meeting: Gonzales Inquirer.

\_\_\_\_\_  
Kristina Vega, City Secretary

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.