

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, January 24, 2019

City Hall ~ 820 St. Joseph

1:00pm

Called to Order and Certification of Quorum

Chairwoman Dawn O'Donnell called the meeting to order at 1:00pm. A quorum was declared present.

Members present: Dawn O'Donnell, Ken Morrow, Jean Burns, Tiffany Hutchinson, Suzanne Sexton; **Members absent:** Holly Danz; Lisa Brown **Staff present:** Clint Hille, Barbara Friedrich; **Guests:** Jerry & Allen with V8 car club, Terry Fitzwater

Public Comments: Jerry or Allen

Jerry for V8 Motor Car Club of America (VMCCA) discussed bringing the Chrome Gliding Car Show Tour to Gonzales, March 31 – April 5.

Approval of Minutes

1. **Approval of Minutes:** Minutes of the December 10th, 2018 meeting were approved.

Reports

2. **Staff Reports**

- A. **JB Wells:** Anne Dollery was not available to give the report. Ken filled in that both JB Wells and the Expo Center are booked almost every weekend (less maybe 2 of them) for 2019. Are focus now is to get midweek bookings.
- B. **Mainstreet:** Mi Lupitas is in the process of redoing the facade on their building. Comfy Pets on St. Paul has completed their project. Working with Edwards Furniture to get a façade grant. City Wide Yard Sale date is set for April 13th from 8:00am to 12:00 noon. Currently working on the Concert Series. Will have four concerts this year. Bands are currently being booked and already have a contract for the fireworks of July 4th. Plum Creek Mercantile is expanding and they are renovating the building. Aptiva is moving along on their building.
- C. **Tourism Director:**
 - Discussions with the folks with the Alamo for the Spring Fest Event – we have decided to postpone that until March 2020
 - We still need to find 20 volunteers for the March 1st reenactment at the Alamo. Can we put something in the paper? Barbara has ninjas to volunteer, other board members are interested as well.
 - Mobile town guide is active. Please use it and report any glitches. Perhaps the Chamber could add a link from their website. It's already on Facebook.
 - Occupancy trends from Alison. Occupancy trends in the area are at about 70% in the past month and about 60% in the past year. Much has to do with the local businesses expanding, not necessarily just oil and gas.

- Pioneer Village – Octavine house will be open sometime in February. Will furnish it no necessarily with period stuff, but with antiques. Moved the Greenwood Cabin up the hill and will be reconstructing it and will be on display in a couple of months.
- Museum report and Old Jail museum number attached to the tourism packets.
- Downtown Murals – the subcommittee met and have decided to pursue a vinyl banner first
- Tourism Assessment with the Governor’s Office just finished up in Gonzales. We hope to have their report within six weeks or so.
- Working with Main street to host Sisters on the Fly
- Texas Independence Trail Association Rally coming to Gonzales Feb 5th and 6th. Information in the packets.
- Texas Travel Talk Radio Show on KLUP with Roy Holly can be heard as a podcast (Terry, Clint & Genora). Discussed history of Gonzales, the tourism assets, and the festivals throughout the year, current economic climates and opportunities in Gonzales, and the history of the Inquirer and where it is today.
- Texas Unity Dinner (in Austin) – February 20th – Gathering of people involved in travel & tourism industry in Texas.
- Billboard on I-10 is due to expire in March. We have decided not to renew
- Hot Rod and Hatters Car Show – February 1st and 2nd

Report on upcoming events:

- Casino Night Fundraiser for ISD – January 26th
- Hot Rod and Hatters Car Show – Feb 1st & 2nd
- Texian Rally Feb 5th & 6th with a Texas History Tour and Ghost Host Tours
- Chamber Banquet – February 8th
- Gonzales Co Stock Show – Feb 28 – March 1
- 7th Annual Cowboy Breakfast – March 1
- Norma’s House Bingo, Bags, and Badges Fundraiser – March 22
- Hospital Gala – April 13th
- Come and Taste It Craft Beer and Wine Festival – April 26-27 – VIP night Friday night and will stay open later on Saturday night.
- Master Gardner’s having their annual spring plant sale March 16th
- Texas Independence Relay – March 29th

Financial Report:

- Details can be found In the packets along with special events budget information

Action Items:

- 1. Discussion, consideration and possible approval of request from Early Ford V8 Club of America:** The request is for \$1,700 for transportation and print costs. One event in Shiner and all other events in Gonzales. All board members voted to approve the recommendation by Ken.
- 2. Discussion, consideration and possible approval of request from Gonzales Inquirer:** The request is for \$2,500 for advertising. This year all vendors will be under one tent, not separate wine and beer. No artists this year. All board members voted to approve the motion by Ken

Discussion Item:

1. Promotional opportunities for Sisters on the Fly –Brainstorm swag that we would promote Gonzales with. Perhaps look for partners in that.
Sub-committee Assigned: Appoint Lisa, Suzanne, and Tiffany will help. Clint will get cost ideas. Jean will step in to help if Lisa can't.
2. Murals – Have a list of potential building. Would like to start with a vinyl, more of a banner style because of costs. Printing on 10x16 or 10x20 would be about \$700 - \$900 vs. \$24,000 for painted. The cost of a painted mural is quite a bit more. Will explore grants and inviting artists to paint themes on the buildings for free. Possible idea would be to ask for contributions around the community.
3. **Call for new agenda items:**
4. **Set date and time of next regular meeting.** February 21st at 1pm

Chairwoman asked for motion to adjourn. Barbara moved that we adjourn. With a second from Jean. the meeting adjourned at 2:09pm.