

CITY OF GONZALES, TEXAS
GONZALES CONVENTION & VISITOR BUREAU MEETING
GONZALES MUNICIPAL BUILDING 820 ST. JOSEPH STREET
THURSDAY, APRIL 20, 2023, 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 March 23, 2023 Regular Meeting Minutes
- 1.2 Discuss, Consider and Possible Action on **Resolution #2023-1** Authorizing the funding to the Come and Take It Committee in an amount up to \$25,000.00 (\$20,000.00 to be used for promotion of the arts that directly enhance tourism and the Hotel & Convention Industry and \$5,000.00 to be used for advertising, solicitations and promotions that attract tourists) for the 2023 Come & Take It Celebration from October 6, 2023 through October 8, 2023
- 1.3 Discuss, Consider and Possible Action on **Resolution #2023-2** Authorizing the funding to the Texas Junior High Rodeo in an amount not to exceed \$2,000.00 to be used to reimburse certain expenses, including promotional expenses directly related to a sporting event where the majority of the participants are tourists for the director's lunches during the event held from May 21, 2023 through May 27, 2023
- 1.4 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

DISCUSSION ITEMS

- 2.1 Chamber Director, Melissa Henderson will lead discussions regarding: Tourism Advertising and Marketing Campaigns:
- Digital
 - TourGonzales.com, Events
 - Culture Connect
 - Traditional
 - Billboards, Inquirer Tourist Publication, Points of Interest Map Image
 - Events
 - Garden Tour (May 6, 2023)
 - Junior High Rodeo State Finals (May 21-May 27)
 - Full Moon Cemetery Tour
 - Christmas in Gonzales (annual event)
 - Hometown Ambassador Program
 - Meetings
 - Hotels, Motels, Short Term Rental Meeting Re-cap
 - Upcoming Quarterly Heritage Tourism Meeting: May 10th at noon.
 - Past Events; upcoming events and visitor center attendance and progress
 - Texas Independence Day Schedule of events
 - Air streamers Region Rally
 - Planning of the upcoming Bicentennial Celebration in 2025, discussions will include but are not limited to calendar of events, planning process and board engagement

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
- 3.3 Financial Reports for Hotel/Motel Fund as of April 17, 2023

BOARD REQUESTS AND ANNOUNCEMENTS

- Requests by Board for items on a future CVB agenda

ADJOURN:

I certify that a copy of the April 20, 2023, agenda of items to be considered by the Gonzales Convention & Visitors Bureau was posted on the City Municipal Building bulletin board on the 17th of April, 2023, 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, 2023 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. Request 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.