

**CITY OF GONZALES, TEXAS  
GONZALES CONVENTION & VISITOR BUREAU MEETING  
GONZALES MUNICIPAL BUILDING 820 ST. JOSEPH STREET  
THURSDAY, MAY 18, 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 April 20, 2023 Regular Meeting Minutes
- 1.2 Discuss, Consider and Possible Action on **Resolution #2023-3** Authorizing the funding to Come and Take it Dance for the remainder of the funding in the amount of \$500.00 of the previously granted \$2,500.00 to be used for promotion of the arts that directly enhance tourism and the Hotel & Convention Industry for the 2023 Nutcracker Performance at The Crystal Theatre that occurred on January 7, 2023
- 1.3 Discuss, Consider and Possible Action on **Resolution #2023-4** Authorizing the funding to Come and Take it Dance in an amount not to exceed \$3,000 to be used for promotion of the arts that directly enhance tourism and the Hotel & Convention Industry for the Sleeping Beauty Ballet at The Crystal Theatre on June 10-11, 2023
- 1.4 Discuss, Consider and Possible Action on **Resolution #2023-5** Authorizing the funding to the South Texas Gunslingers, Inc. in an amount not to exceed \$5,000.00 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 South Texas Gunslingers-Come and Take It Shootout & Texas State Championship event to be held from July 21-23, 2023

## **DISCUSSION ITEMS**

- 2.1 Chamber Director, Melissa Henderson will introduce the new Tourism Coordinator and 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
    - Junior High Rodeo State Finals (May 21-May 27)
    - Full Moon Cemetery Tour
    - Quarterly Heritage Tourism Meeting: May 10<sup>th</sup> at noon.
    - 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 May 15, 2023

## **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 May 18, 2023, agenda of items to be considered by the Gonzales Convention & Visitors Bureau was posted on the City Municipal Building bulletin board on the 15<sup>th</sup> of May, 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 May, 2023 at \_\_\_\_\_AM/PM. I further certify that the following News Media were properly notified of the above stated meeting: Gonzales Inquirer.

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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.