

GONZALES CONVENTION AND VISTOR BUREAU

Thursday May 16, 2019

Gonzales Municipal Building at 1:00 P.M.

AGENDA

CALL TO ORDER AND CERTIFICATION OF QUORUM

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

APPROVAL OF MINUTES

1. Approval of March 21, 2019 minutes

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
 - C. Tourism Director – Clint Hille
2. Report on Upcoming Events
 - Wounded Warriors – May 17
 - Texas Jr High Rodeo Finals - May 24-31
 - JB Wells House Museum open first Saturdays
 - Summer Concert Series – First Friday in June and 4th of July
3. Financial Report

DISCUSSION ITEMS

1. Promotional opportunities for Sisters on the Fly
2. Murals
3. Post event report Hot Rod and Hatters Car Show

ACTION ITEMS

1. Discussion of Tourism Assessment and possible action recommending goals towards improvement to be presented to City Manager for recommendation and consideration by City Council
2. Discussion and possible action recommending the CVB purchase a membership to the Central Texas I-10 Community Alliance, purchase a table at the upcoming Annual Meeting on June 13th and the donation of a HHA Grandeur book for the silent auction.

3. Discussion and possible action recommending the continuation of the position of Tourism Director. Review of goals and accomplishments
4. Call for new agenda items for the following meeting, by members

Set Date and Time for Next Meeting

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.gonzales.texas.gov the 13 day of May 2019 at 9:30 a.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed

I further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

Clinton Hille, Tourism Director

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.

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 21, 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, Tiffany Hutchinson, Suzanne Sexton, Lisa Brown, Holly Danz, Ken Morrow, **Members absent:** Jean Burns, Barbara Crozier **Staff present:** Clint Hille, Anne Dollery, **Guests:** Daisy Scheske, Eric McCowan

Public Comments: None

Approval of Minutes

1. **Approval of Minutes:** Minutes of the February 21st, 2019 meeting were approved.

Reports

2. **Staff Reports**

- A. **JB Wells:**

This Friday is Norma's House Bingo, Bags and Badges. Also roping "South Texas Classic". Texas Relay next Friday at the Expo from 7:00pm – 10:30pm. Also a team roping, it's a hospital benefit that used to be at the San Antonio Rose. When that closed they decided to come to Gonzales. So that is a new group. April 5th we have LCRA Step Forward – they will be raising the canopy and working on Kerr Creek. April 12th is the Hospital Gala and the Three Amigo's Cutting. Getting ready for Jr High. We really need volunteers for check-in May 24th – May 26th. We really need people at the front gate. Will set it up online to sign up for volunteer spots. Lou did come out and rent JB Wells Expo for August 17th – 19th for Battle of the Bands. It will be called "River Fest". They will have the canoes and stuff at his place. He will not be closing JB Wells down. He is also having free float day in the canoes today. Also want to add the at GG's tonight there is a meet and greet at 6pm for Float Fest. Marcus Federman will be here and will answer any questions you may have.

Dawn O'Donnell commented that the parks are really looking good and the grounds maintenance crew is very respectful.

The Splash Pad is also finally under control. We changed out the hoses and it's good now.

- B. **Main street:**

Barbara Friedrich is unavailable to give report. Clint reported that Citywide Garage Sale is April 13th. Reminder that the people that are having a garage sale at their house need to get a permit from the city. It is free but it is just part of the requirements. It is in the paper this week. Dawn suggested that Barbara put it on Facebook so we can share it and get the word out. The

Summer Concert Series starts the first weekend in June. The information is provided in your packets with the line-up of different bands and things.

C. Tourism Director:

- Re-Enactment March 1st at the Alamo was a great success. That was followed up by the ceremony of that laying of the wreath March 6th at the museum and yellow roses donated by Persons flowers.
- Sherry passed our name along to the DRT folks at the Alamo and the Immortal 32 have been invited to participate in the 101 Annual DRT Pilgrimage on April 22nd. That begins at the Tobin Center. They march to the Alamo, they have the laying of wreaths, roll-call... it's a very somber, very respectful function. The Immortal 32 have been invited to come and march and anybody else who would like to come are welcome. We just need to send and RSVP so that they can have enough chairs set up. Just need to get a head count.
- Museum Count – 668 for February
- Jail Museum – 776 for February (even during winter hours)
- Chamber of Commerce will have their report next month
- Tourism Assessment that we received from the Governor's Office is here. It is a 106-page report. It will be summarized and a report will be given to the CVB at the next meeting. It was a pretty comprehensive report.
- Hot Rods and Hatters have their post-event report. We will also have that at the next meeting.
- Texas Independence Relay is March 20th and 30th. The Friday night party is at the Expo as already reported by Anne. The race will start at the museum at 6:30 in the morning.
- Wounded Warriors will be coming through Gonzales on May 17th. They have asked us to provide lunch for them this year. Robert Bland with the Young Farmers group have agreed to do it. The Elks Club have allowed us to use their facility to host the lunch. They will make a parade through town, then go onto the Elks Club for lunch before leaving.
- Hotel Motel Tax form has been revised. It mirrors and is more in line with the state form. There is a letter in the form that is going out to all the hotels. Also there is form from the THLA that guest who stay more than 30 days must sign in order for hotels to exclude collecting lodging tax from a guest. That way we can have the forms on hand for auditors. It also gives us a much better sense of the rooms available.
- Answered a RFP from the I-10 Alliance for their annual meeting. We proposed that it be done on Thursday June the 13th. And would like for them to have it at the Expo. They will be meeting late next week to consider the RFPs. They anticipate around 100 people. Hopefully we can get them on a Thursday at the Expo. They wanted to have it on the 14th, however, the Expo is booked on the 14th. The prior annual meeting date was on a Thursday. SO Clint asked if they would consider a Thursday..

Report on upcoming events:

Not many changes on the upcoming events.

- Norma's House Bingo, Bags, and Badges Fundraiser – March 22
- Texas Independence Relay – March 29-30
- Citywide Garage Sale – April 13th
- 5G Gala – April 13th
- Monster Trucks - April 20

- Come and Taste It Craft Beer and Wine Festival – April 26-27
- Chasing Tail Crawfish Boil – April 27th Non-Profit Group called the “Do Gooders” will be putting it on (at the brickyard)
- Relay for Life – May 2
- Texas Junior High Rodeo Finals – May 24 – 31
- JB Wells House Museum open first Saturday of every month
- Summer Concert Series – Every Friday in June and the 4th of July.

3. **Financial Report:**

- Details can be found in the packets – ahead of budget. \$86,000 of that is past due that was collected from prior years.

Discussion Items:

1. **Promotional opportunities for Sisters on the Fly**

Ideas were discussed and we feel that the top item we will recommend will be the iPhone Fan. We have a couple of bids. We have one bid at about \$1.89 each. With the reviews from the company and the feedback that we are getting from Personal Impressions is that those ones don't last very long/don't work very well. However, they do have a company that provides one for \$1 more that has a number of very positive reviews. So Clint recommends that we spend an extra dollar for a better quality product. Dawn O'Donnell asked if they were personalized. Clint responded that yes they are. That we could put whatever we want on the fan blade. We will probably put “Come and Take It” on one fan blade and the cannon on the other. Other vendor options for bids are welcome.

Also suggested that maybe some of the local businesses would donate items for a raffle. Maybe having the raffle tickets out, scattered with the local merchants so that as the visitor goes in and buys something, they would be given a raffle ticket. Then we would draw nightly at the pot-lock. Anne will also request coupons from the merchants in her newsletter. It is also going to everybody regarding rodeo. If the Chamber could be the central drop off place for those coupons, that would be awesome.

Daisy clarified that it is not a “raffle” but rather a drawing for door prizes.

Possibly a trash can or something to stuff the goodie to give them in. The Committee however, decided that we would go with a plastic bag instead of the trash can. Thus allowing us to concentrate funds and marketing on the fans.

Sub-committee meeting will meet again to discuss further.

2. **Murals**

Murals committee is getting together next week.

Dawn & Clint have been having side talks a van that we would like to move towards and doing a wrap on the van similar to the murals. Just so you have that in your idea.

Additionally, the Historic Homes Association sub-committee will be recommending \$1000 to go towards the murals. It will be brought to the association to vote on Thursday.

3. **Tourism Assessment:** Already discussed. It has 106 pages and we will summarize at next meeting.

4. **Post Event Report Hot Rod and Hatters Car Show:** will have this the next meeting

Action Items: None

Call for new agenda items: None

Set date and time of next regular meeting. April 18st at 1pm

Daisy encouraged everyone to attend the meeting at GG's tonight to hear the presentation from Marcus about Float Fest. It is basically a turn-key event. He would rent out the parks, do his event, and then leave. He won't be looking for volunteers; he will be hiring staff. He will be hiring some local people as well. Hopefully he will fill the hotels and the campsites and use the Expo. There will be thousands of people who will come to our town that have never been here before. It would give us great exposure, which is our theme for this year.

Sub-committee of Sister's on the Fly set up for April 11th at 12:00 noon.

Chairwoman asked for motion to adjourn. Committee member moved that we adjourn. With a second from another. The meeting adjourned at 1:28pm.

City of Gonzales
HOT Tax Revenues

Quarter	Projected FYE 9-30-19	Actual FYE 9-30-19	Projected FYE 9-30-18	Actual FYE 9-30-18	Actual FYE 9-30-2017	Actual FYE 9-30-2016
1st Ending 12-31	\$ 69,000.00	\$ 74,384.70	\$ 60,125.00	\$ 69,354.35	\$ 31,964.69	\$ 67,346.77
2nd Ending 3-31	\$ 69,000.00	\$ 234,675.47	\$ 60,125.00	\$ 148,104.66	\$ 50,596.80	\$ 56,643.61
3rd Ending 6-30	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 92,794.71	\$ 56,785.71	\$ 58,509.03
4th Ending 9-30	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 87,833.78	\$ 68,238.78	\$ 59,053.83
Total	\$ 276,000.00	\$ 309,060.17	\$ 240,500.00	\$ 398,087.50	\$ 175,621.29	\$ 174,206.47

Income through 3-31-19 = \$309,060.17 Includes \$82,534.46 collections from prior FY's

Income through 3-31-19 = \$309,060.17 less prior years collections of \$82,534.46 = \$226,525.71 or \$37,754/mo based on 6 mos for current FY
Projection of \$276,000 = \$23,000/mo

Income through 5-13-19 = \$380,005.62 Includes \$82,534.46 collections from prior FY's

Income through 5-13-19 = \$380,005.62 less prior years collections of \$82,534.46 = \$297,471.16 or \$37,184/mo based on 8 mos for current FY including income to date for May

CITY OF GONZALES
REVENUE REPORT
AS OF: MARCH 31ST, 2019

500-RESTRICTED USE FUNDS

DEPARTMENT REVENUES

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>410-TRANSFERS</u>						
4-410.107 TRANSFER FROM GEDC-EXPO	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 410-TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00
<u>810-JB WELLS EXPO CENTER</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.101 INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-JB WELLS EXPO CENTER	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	276,000.00	27,723.11	300,883.35	109.02	0.00	(24,883.35)
4-811.658 MERCHANDISE SALES	0.00	0.00	0.00	0.00	0.00	0.00
4-811.801 INTEREST INCOME	4,500.00	1,545.14	8,176.82	181.71	0.00	(3,676.82)
TOTAL 811-HOTEL/MOTEL	280,500.00	29,268.25	309,060.17	110.19	0.00	(28,560.17)
<u>812-MEMORIAL MUSEUM</u>						
4-812.100 TRANSFERS FROM GENERAL FUND	3,000.00	0.00	0.00	0.00	0.00	3,000.00
4-812.658 FUNDRAISING RECEIPTS	13,500.00	300.00	3,910.00	28.96	0.00	9,590.00
4-812.801 INTEREST INCOME	250.00	36.35	236.18	94.47	0.00	13.82
TOTAL 812-MEMORIAL MUSEUM	16,750.00	336.35	4,146.18	24.75	0.00	12,603.82

POST EVENT REPORT FORM

HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of Gonzales collects a Hotel Occupancy Tax (HOT) from hotels, motels, and bed & breakfast inns. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- a. **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b. **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c. **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d. **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or those guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance drama, folk art, creative writing, architecture, design and allied fields, painting sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related the presentation, performance, execution, and exhibition of these major art forms.
- e. **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f. **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Sporting related expenses if the majority of the participants are tourists. The event must substantially increase economic activity at hotels within the City or its vicinity.
- g. **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**

1. the commercial center of the city;
2. a convention center in the city;
3. other hotels in or near the city; or
4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h. **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

The City of Gonzales accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the GCVB to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to Gonzales.

POST EVENT REPORT FORM

Date: 4/9/2019

ORGANIZATION INFORMATION

Name of Organization: Hat Rod Productions LLC

Address: 3801 Stone Way North Apt 167

City, State, Zip: Seattle WA, 98103

Contact Name: Joel Aaron Gammage

Contact Phone Number: 512-657-4616

PROJECT OR EVENT

Name of Event or Project: Hot Rods and Hatters 8th Annual Car Show

Date of Event or Project: 1/31/19 -2/3/19

Primary Location of Event or Project Confederate Square & Texas Heroes Square

Primary Purpose of Funded Event/Project: Car Show & Concert

Amount Received from Hotel Occupancy Tax Funds: \$17,000

Amount Used from Hotel Occupancy Tax Funds: 100% of Hotel Occupancy Funds: \$17,000

How Were the Funds Actually Used? _____

Social Media Advertising, Graphic Design of Digital Posters/Flyers, Video Promotions, Highway Banners,
Pole Banners, Staging & Equipment, Artists/Entertainers Booked to Perform at event.

How many years have you held this Event or Project: 8 years total - First year in Gonzales, Texas (Previous Years in Lockhart, Texas)

Event Funding Information

1. Actual percentage of funded Event costs covered by hotel occupancy tax: 23.3%
2. Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): N/A
3. Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): N/A
4. If staff costs were covered, estimate of actual hours staff spent on funded Event: N/A
5. Did the event charge admission? Was there a net profit from this event? If there was a Net profit, what was the amount and how is it being used?

Text

Event Attendance Information

1. How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): Est. 8k-10k
2. What would you estimate was the actual attendance at the Event? Past History in Lockhart, Texas. (Accounting for transition from Lockhart - Gonzales and short notice of move.
3. How many room nights were generated at Gonzales hotels, motels or bed & breakfasts by attendees of this Event or Project? Est. 700+ All available rooms in Gonzales were too capacity on the event weekend.
4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Gonzales hotels, motels, or bed & breakfasts by attendees of this Event or Project?

Last Year N/A First Year in Gonzales, Texas

Two Years Ago N/A First Year in Gonzales, Texas

Three Years Ago N/A First Year in Gonzales, Texas

5. What method did you use to determine the number of people who booked rooms at Gonzales hotels, motels, or bed & breakfasts (e.g.; room block usage . information, survey of hoteliers, etc.)? Online Registration Survey Reports of all pre-registered participants and phone calls to establishment representatives.
6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up? Not by HRP LLC
Participants and Attendees of events ordered their own room blocks for car clubs and groups.

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper -	\$
Radio -	\$
TV:	\$
Press Release	\$
Other	\$17,000.00

2. Did you include a link to the Gonzales Visitor's Center or other source on your promotional handouts and in your website for booking hotel nights during this event?
YES: We also, Included Gonzales Brochures from The Gonzales Chamber of Commerce & Agriculture in the goodie bags we provided to all registered participants at the time of entry to the event.
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?

NO

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Facebook/Instagram Ads, Sponsored Coverage by The Gonzales Inquirer, (4) Highway Banners surrounding Gonzales's Downtown 2 weeks prior to the event, 23 Pole Banners surrounding the downtown business district, email newsletters from HRP and other marketing agencies. Coordinated pre-release content for magazines like RAT ROD Magazine, Hill Country Car Culture Magazine, etc.

5. Please attach samples of documents showing how the City of Gonzales was recognized in your advertising/promotional campaign.
6. **Please attach at least one sample of all forms of advertising/promotion used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.**

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? Car Show Registrants 372
88 Merchant Vendors
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 98%
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel and motels within the city or its vicinity?

Majority of participants and attendees ate at local restaurants and purchases goods/wares from local shops. Several local establishment owners spoke publicly about the impact to their businesses at the post event Council Meeting following the event.

Additional Event Information

What Gonzales businesses did you utilize for food, supplies, materials, printing, etc?

Please Submit no later than 60 days after the event to:

City of Gonzales
GCVB
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

For Questions Contact
Clinton Hille
Tourism Director
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

Hat Rod Productions LLC Reimbursement Sheet

Item #	Invoicing Company	Date of Invoice	Balance Paid	Purpose of Reimbursement	Payment Type
1	Roadway Productions	1/11/19	\$4,265.07	Stage(s)/SoundEQ/Work Crew	Mastercard #8877
2	El Tibron Productions	1/11/19	\$1,500.00	Video Production/Film & Aerial	Mastercard #8877
3	Robert Haedge	12/18/18	\$300.00	Legal Documentation	Check #1101
4	Robert Haedge	12/31/2018	\$600.00	Legal Documentation	Check #1102
5	Dale Watson	1/2/19	\$1,000.00	Entertainment (Band)	Check #1103
6	Car Show Radar	1/4/19 - 1/7/19	\$507.22	Marketing/Advertising	PayPal Trans.
7	Kyle Strode	1/3/19 - 1/4/19	\$50.00	Graphic Design	PayPal Trans.
8	Facebook Ads	1/4/19	\$4.15	Facebook Marketing	Mastercard #8877
9	Facebook Ads	1/2/19	\$47.25	Facebook Marketing	Mastercard #8877
10	Facebook Ads	1/29/19	\$77.47	Facebook Marketing	Mastercard #8877
11	Facebook Ads	12/25/18	\$79.61	Facebook Marketing	Mastercard #8877
12	Facebook Ads	1/11/19	\$282.39	Facebook Marketing	Mastercard #8877
13	Kyle Strode	12/21/18 - 12/24/219	\$200.00	Graphic Design	PayPal Trans.
14	Hope Bromley	1/12/19	\$106.95	Vendor Coordinator	PayPal Trans.
15	Rick Trevino	12/27/18	\$1,002.00	Entertainment (Band)	Cashiers Check #99242 & Cashiers Check #992556
16	UPS Store - Rick Trevino	12/21/19	\$9.70	Entertainment (Band)	Mastercard #8877
TOTAL			\$10,031.81		

Hat Rod Productions LLC Reimbursement Sheet					
Item #	Invoicing Company	Date of Invoice	Balance Paid	Purpose of Reimbursement	Payment Type
31	Student Transportation Specialists (STS)	1/23/19	\$2,018.00	(2) Shuttle Bus Services Hotel/Museum Transport	Cashiers Check #1011799
32	El Tibruon Productions	1/22/19	\$1,500.00	Video Productions/Filming/Aerial Drone	PayPal Trans.
TOTAL			\$3,518.00		

Hat Rod Productions LLC Reimbursement Sheet

Item #	Invoicing Company	Date of Invoice	Balance Paid	Purpose of Reimbursement	Payment Type
1	Roadway Productions	1/11/19	\$4,265.07	Stage(s)/SoundEQ/Work Crew	Mastercard #8877
2	El Tibron Productions	1/11/19	\$1,500.00	Video Production/Film & Aerial	Mastercard #8877
3	Robert Haedge	12/18/18	\$300.00	Legal Documentation	Check #1101
4	Robert Haedge	12/31/2018	\$600.00	Legal Documentation	Check #1102
5	Dale Watson	1/2/19	\$1,000.00	Entertainment (Band)	Check #1103
6	Car Show Radar	1/4/19 - 1/7/19	\$507.22	Marketing/Advertising	PayPal Trans.
7	Kyle Strobe	1/3/19 - 1/4/19	\$50.00	Graphic Design	PayPal Trans.
8	Facebook Ads	1/4/19	\$4.15	Facebook Marketing	Mastercard #8877
9	Facebook Ads	1/2/19	\$47.25	Facebook Marketing	Mastercard #8877
10	Facebook Ads	1/29/19	\$77.47	Facebook Marketing	Mastercard #8877
11	Facebook Ads	12/25/18	\$79.61	Facebook Marketing	Mastercard #8877
12	Facebook Ads	1/11/19	\$282.39	Facebook Marketing	Mastercard #8877
13	Kyle Strobe	12/21/18 - 12/24/219	\$200.00	Graphic Design	PayPal Trans.
14	Hope Bromley	1/12/19	\$106.95	Vendor Coordinator	PayPal Trans.
15	Rick Trevino	12/27/18	\$1,002.00	Entertainment (Band)	Cashiers Check #99242 & Cashiers Check #992556
16	UPS Store - Rick Trevino	12/21/19	\$9.70	Entertainment (Band)	Mastercard #8877
TOTAL			\$10,031.81		

Hat Rod Productions LLC Reimbursment Sheet					
Item #	Invoicing Company	Date of Invoice	Balance Paid	Purpose of Reimbursement	Payment Type
17	Evento America	1/13/19	\$34.95	Ad on FestivalsandFairs.net	PayPal Trans.
18	Hope Bromley	1/20/19	\$94.59	Vendor Coordination Layouts	PayPal Trans.
19	Rick Broussard	1/20/19	\$1 000.00	Entertainment (Band)	PayPal Trans.
20	Martin Rodriguez	1/20/19	\$60.00	Parking Layout Planning	PayPal Trans.
21	Hope Bromley	1/21/19	\$30.00	Newspaper Reimbursement	PayPal Trans.
22	Printing Solutions	1/21/19	\$397.25	Vehicle Permits Printing	Mastercard #8877
23	Golf Cars of Austin	1/21/19	\$1,861.90	Golf Cart Rental/Delivery	Mastercard #8877
24	Amazon Prime	1/10/19	\$565.65	Parking Layout Planning	Ref # 112-2289807-7567446
25	Amazon Prime	1/14/19	\$148.56	Vendor Coordination Layouts	Ref # 112-4658291-3230640
26	Amazon Prime	1/10/19	\$156.25	Parking Layout Planning	Ref # 112-8003945-4898624
27	Amazon Prime	1/14/19	\$59.41	Office Supplies	Ref # 112-26177921-5764208
28	Amazon Prime	1/19/19	\$41.97	Parking Layout Planning	Ref # 114-4521098-0660200
29	Amazon Prime	1/21/19	\$175.64	Vendor Coordination Layouts	Ref # 114-3875151-9681828
30	Amazon Prime	1/21/19	\$48.65	Parking Layout Planning	Ref # 114-3516090-0106616
TOTAL			\$4,694.82		

4'

36'

EVERY 1ST
WEEKEND
IN FEB

LIVE MUSIC

**Hot Rods and Hatters**

THE DALLAS COMMUNITY presents

VENDORS



#NOTURNINGBACK

WWW.CARSHOW.EVENTS

Official Enquirer

CONFEDERATE SQUARE
TEXAS HEROES SQUARE
→ ENTRANCE TURN ON →
1001 A SAINT JOSEPH ST.

CARS

AN ADVERTISING SUPPLEMENT TO THE AUSTIN AMERICAN-STATESMAN

Hot Rods and Hatters event to move in 2019



Hot Rods and Hatters, the car and music event that has been held in downtown Lockhart for seven years, will be moving to Gonzales in 2019.

By David Wilfong
SPECIAL TO STATESMAN CARS

The New Year always brings changes, and there is one big change on the horizon for car enthusiasts in the Central Texas area. Hot Rods and Hatters, which began small but grew into an event which brought thousands to downtown Lockhart in the past few years, will be moving south to Gonzales. The show will take place Feb. 1-2.

Organized by Joel Gammage, the car show paired classics and hot rods with upbeat live music and a small town atmosphere. The result blossomed into a show drawing more than 1,200 show cars coming in from across the country. Word seemed to get out about the event on the music side as



The event paired up show cars and lively tunes to create an event which grew to be attended by thousands from across the country and abroad.

well, with musicians from as far away as Norway trying to get into the lineup.

But Hot Rods and Hatters appears to have suffered from

some growing pains along the way. As street closures for the show grew, so did the complications with existing traffic flow. TxDOT advised Lockhart

against some of the requested street closures, which Gammage says were needed for safety concerns. There were also conflicts with the First Friday event in Lockhart, with downtown businesses not wanting the streets closed early on Friday evening in advance of the event.

In the end, Gammage made the decision to move the event to Gonzales, which he says had been very welcoming of the idea for some time, though he was concerned about the effect it might have on attendance.

"Within six hours of posting the announcement, four hotels in Gonzales were completely booked," said Gammage. "Within 48 hours, eight of the 12 hotels in Gonzales County were filled. That makes me feel a lot better about it."



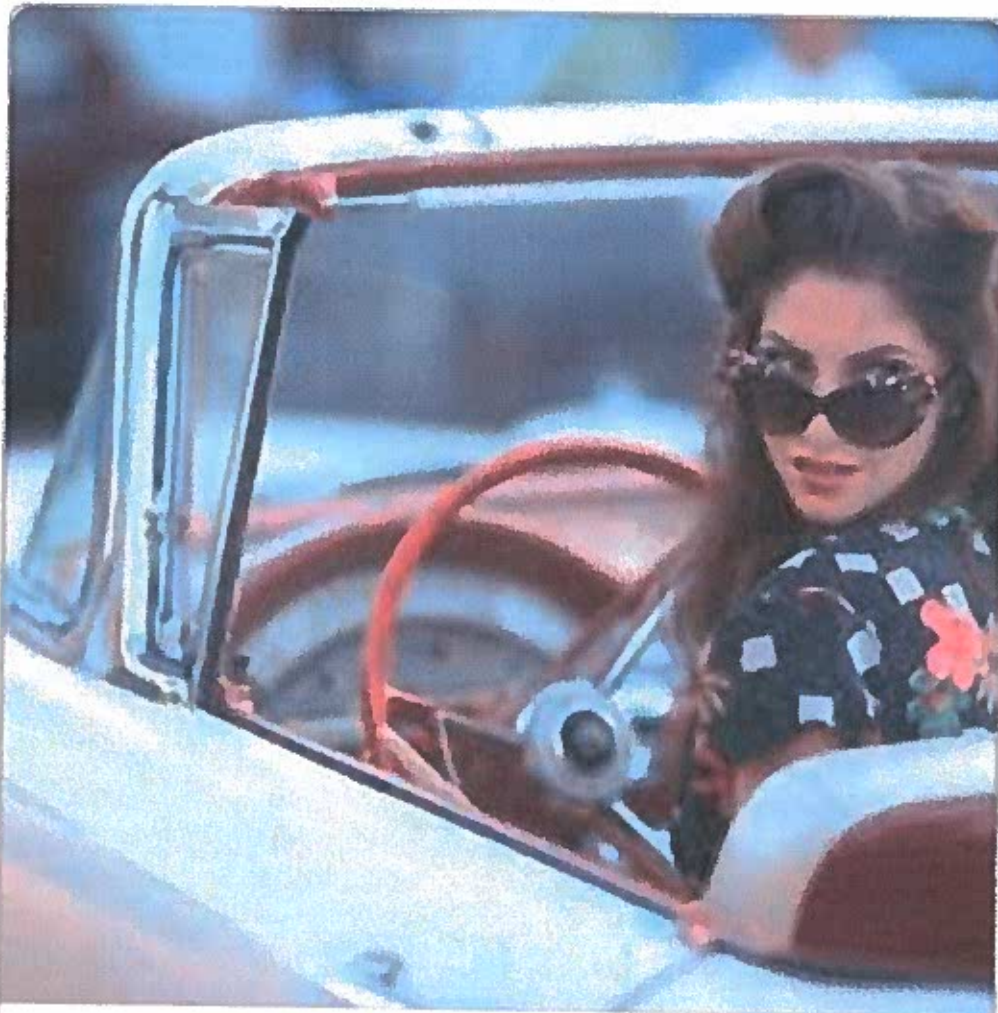


Hot Rods and Hatters

Sponsored · ⚙



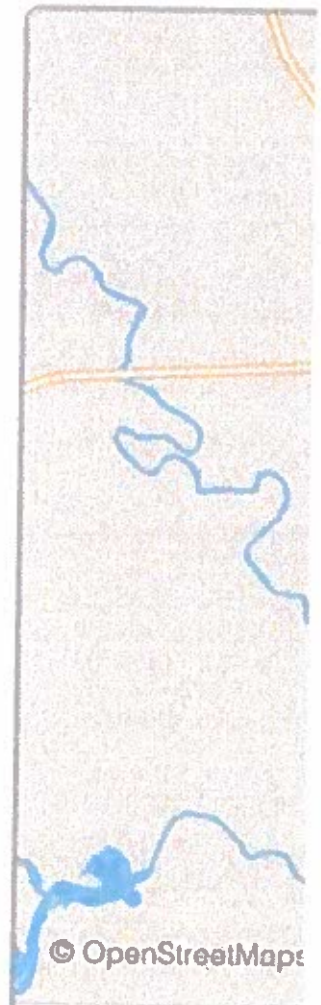
CAR SHOW -Moves to Gonzales, Texas!



Hot Rods and Hatters Shifts Gea...

One of The Largest Ca...

Sign Up



© OpenStreetMaps

Hot Rods

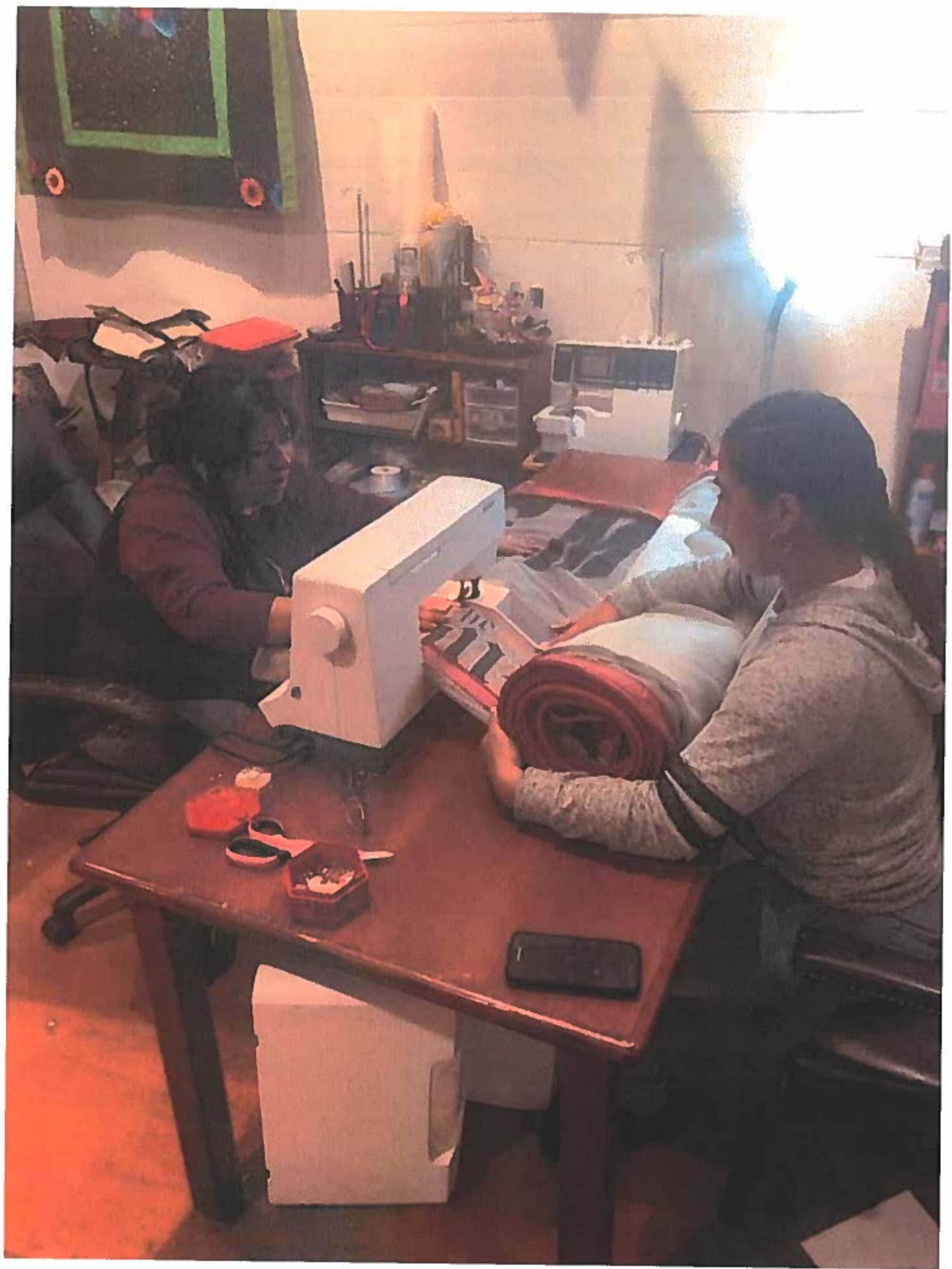
Always op











GONZALES, TX

JILL AARON CAMMIE
presents

Hott Rods and Hotties



#NOTURNINGBACK

**DOWNTOWN
CONFEDERATE SQUARE
& TEXAS HEROES SQUARE**



EVERY 1ST
WEEKEND
IN FEB

LIVE MUSIC



Boulders & Inquiry



POPK REPORT

POPKSTICK

PHOTOS
AND
WORDS
BY



HOT RODS AND HOTTERS 2019

February in Central Texas means only one thing: Joel Aaron Gammage's Hot Rods and Hotters Car Show in Lockhart. Lockhart is the cultural home of barbecue in Texas, population 12,500 meat eaters. With Blacks, Smith's and Krutzi Market being known the world over for Elgin style sausage, brisket and giant beef ribs. Last year about 30,000 gearheads flocked to the quiet little town for the show. At least 1,200 show cars filled about 40 city blocks, tucked into every available spot. Cars filled the square around the courthouse, all the sides streets and alleys for miles. 20+ vendors along with the native shops helped separate people from their moose while wild bands entertained the masses. There were BBQ tours, with the show providing six shuttle busses to all points in town. It is a truly carnival type of atmosphere.

A huge stage and enormous sound system dwarfed the square. The lineup was incredible: the legendary Rick Broussard's Troo Hoots and a Holler, the Bombs (from Germany) and Danger Cakes. All very wild and unique shows only to be capped off with Dale Watson and his Lone Stars. The sleepy little town was thundering with bass and guitar in a fashion that I am certain it has never before.

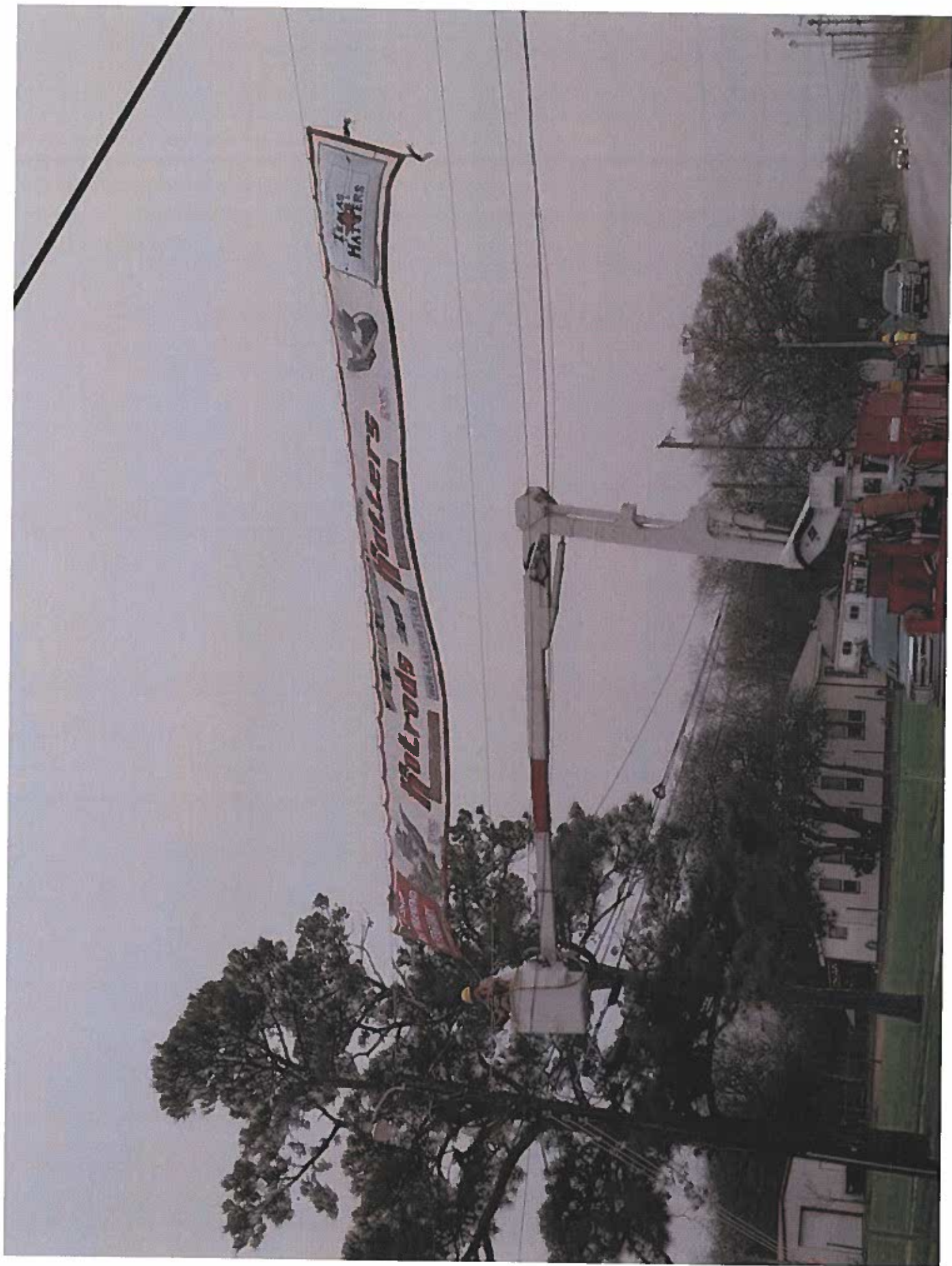
The show has grown exponentially since inception and is swelling at the seams. Hear tell of some mighty big changes coming for 2019, so you better book a room! —Porkstick—
Check out the website for details.
www.hotrodsandhotters.com



Posts from Hot Rods and Hatters
reached 101.0K people and had 3.6K
engagements this week.

43m





10:47



Page Insights

Jan 6 - Feb 2

Last 28 days ▼

Post Reach

313.4k

▲ 274.5k

Post
Engagements

23.2k

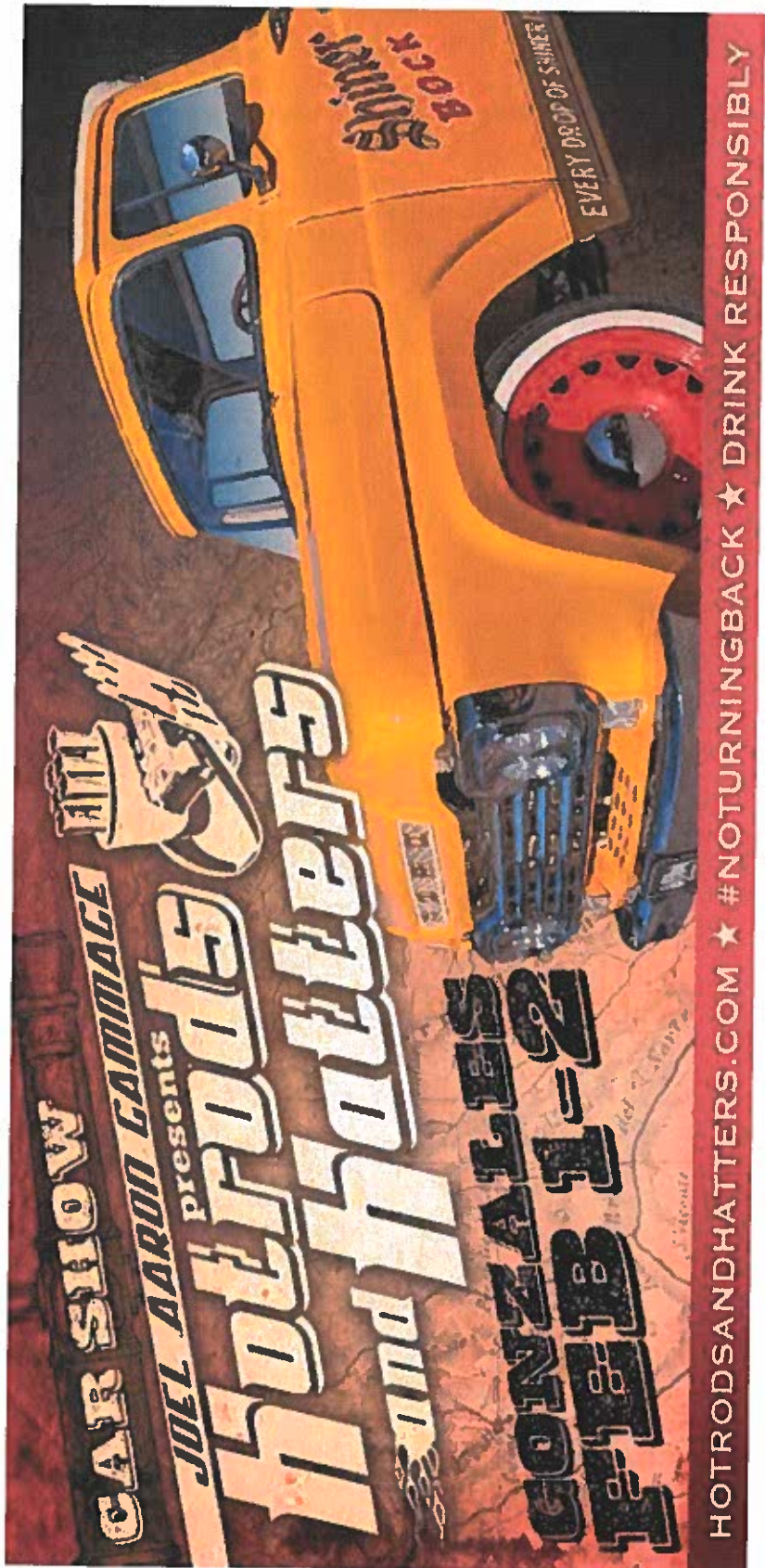
▲ 14k

New Page Likes

335

▲ 188



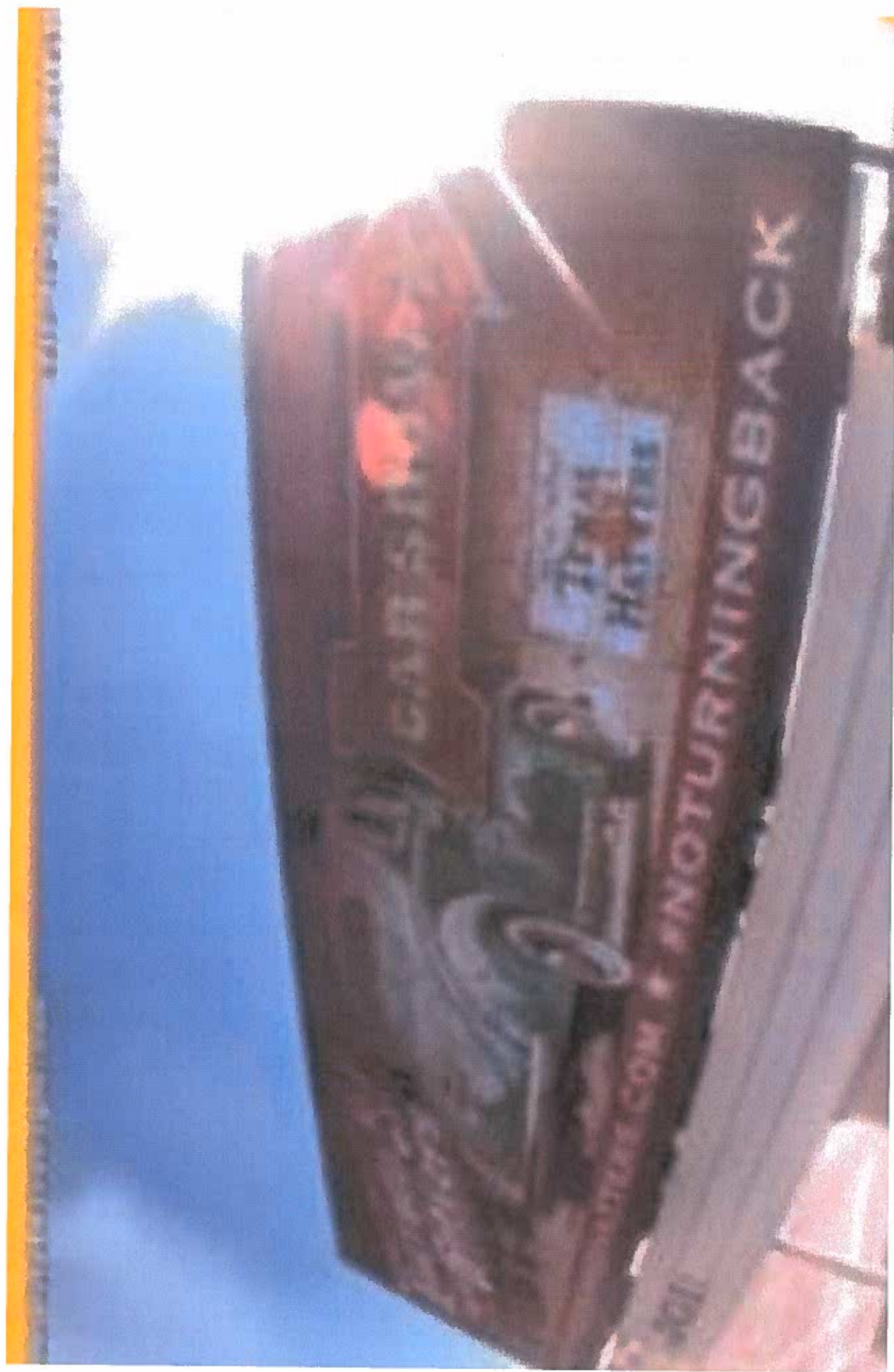


JOEL AARON CAMMAGE presents

HOT RODS and HOTTERS

CONZALE 1-2 FEB

HOTRODSANDHATTERS.COM ★ #NOTURNINGBACK ★ DRINK RESPONSIBLY





JOEL AARON GAMMAGE

presents

Hot Rods and Hotters

www.hotrodsandhotters.com

8th Annual



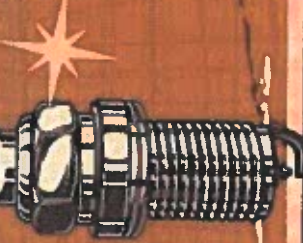
Hot Rods and Hotters

Dale Watson



*Rick Broussard's
Two Hots and A Holler*

*The
Wagoneers*



*The
Boozie
Bombs*

**Car Show
Festival
LIVE MUSIC
FREE TO THE PUBLIC**



**Saturday
Feb. 2nd
Downtown
Gonzalez TX**

ISSUE 53: HOME-BUILT RODS / RE-IMAGINED FIRE TRUCK / BAD PENNY / JAGTYRAT / U.P. MONSTER / & MORE!

RATROD



VINTAGE FIRE

NEW LIFE
FOR A FIRST RESPONDER

ISSUE
#53

DISPLAY UNTIL 3/25/18



RATS★EVENTS★TECH★TIPS★CULTURE

VETERAN OWNED & PROUDLY MADE IN THE USA

#RATROD @RATRODMAGAZINE FB.COM/RATRODMAGAZINE RATRODMAGAZINE.COM

CAR SHOW FESTIVAL

JUST ABOUT EVERYTHING
HOLIDAYS
and **Hobbies**
HAT DID YOU THINK THIS WAS



FIRST WEEKEND IN FEBRUARY

FREE TO THE PUBLIC



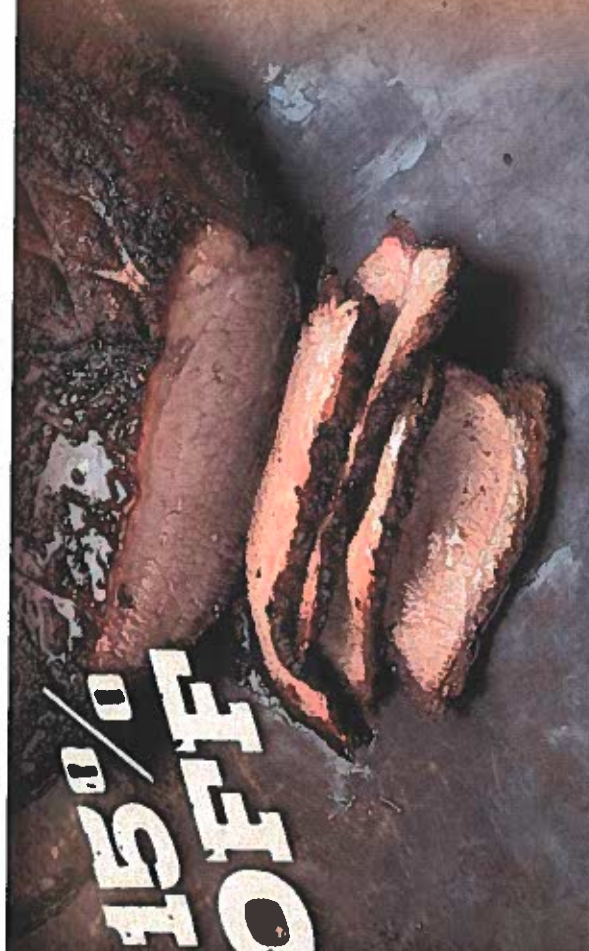
NOTHODDANOWATERR.COM

PACKING LIST ENCLOSED



1-800-828-8282
www.holidayhobbies.com

**15%
OFF**



619 N. COLORADO
LOCKHART, TX 78644

Kroll
MARKET

SAUSAGE & BARBECUE

JOEL AARON GAMMAGE
presents
**Hot Rods
and Hatters**

GET 15% DISCOUNT ON BARBECUE
FROM HOT RODS AND HATTERS
PEOPLE TRAVELING SOUTH
ON 183 TO GONZALES!

PLEASE PRINT OR SHOW SERVER AD ON YOUR SMART PHONE



KIA | SOUTHWEST KIA

Good Day
Austin

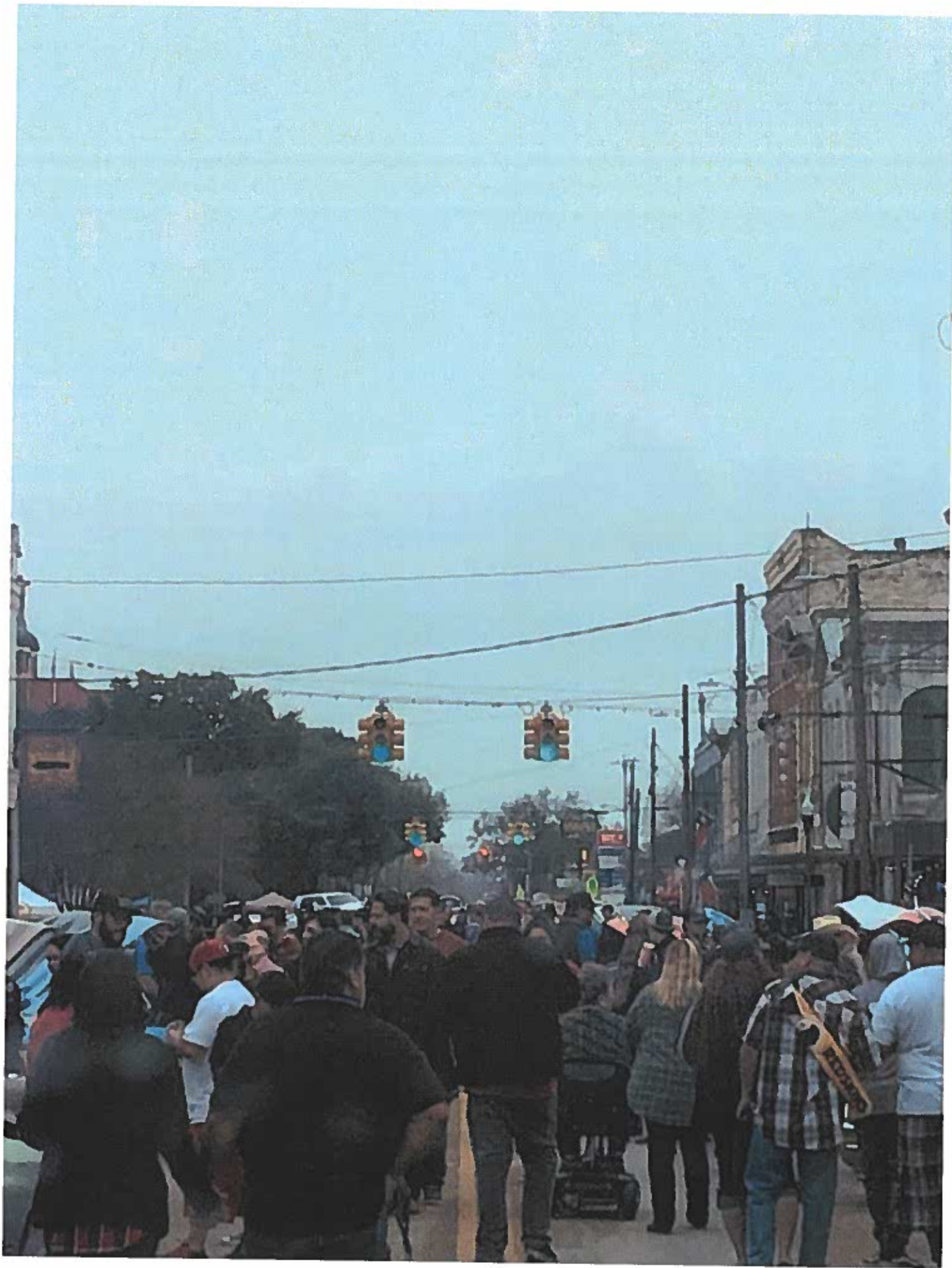
FOX 7 SPORTS

FOX 7
AUSTIN

FOX 7

8:27 45°

NEW YORK: 90 (F) UTAH: 105 PORTLAND: 132 (F)



Summary of the Gonzales Tourism Assessment Report

On January 22-23 representatives from the Office of the Governor, Economic Development and Tourism Division, Texas Historical Commission, Texas Department of Agriculture, Texas Department of Transportation, Texas Parks and Wildlife and Texas Commission on the Arts came to Gonzales and completed an itinerary featuring local tourism attractions and meetings with involved community members.

The report includes many of the observations and ideas generated throughout the assessment and is primarily meant to be an inventory of tourism assets and attractions experienced during the assessment as well as how those assets are being utilized and showcased to promote tourism. The report includes an analysis of strengths, weaknesses, opportunities and threats (SWOT) while discussing other associated elements of the tourism system.

The report presented has been edited to exclude some of the opportunities and weaknesses pertaining specifically to individual businesses. These sections will be shared and discussed directly with those businesses.

Tourism is the number two industry behind oil and gas in Texas. Estimated direct travel spending in Texas totaled more than \$74.7 billion in 2017 directly supporting 677,600 jobs and generated \$7 billion on state and local taxes.

In 2017 it was estimated there was more than \$23.7 million in total direct visitor spending within Gonzales supporting 190 jobs within the city. Tourism in Gonzales generated an estimated \$504,000 in local taxes and \$1.4 million in state taxes. These numbers are most likely higher for subsequent years based on an increased hotel occupancy and visitor counts at the local museums and visitor's center.

Gonzales has some strong tourist attractions and has made some tangible steps in the correct direction of developing a successful tourism program. One thing is abundantly clear-Gonzales has a unique mix of strong historic and cultural tourism amenities and has engaged municipal offices which are dedicated to seeing the tourism program's success.

This summary will serve to highlight some of the strengths, weaknesses and opportunities highlighted in the report pertaining to some of Gonzales' most prominent tourism assets. Additional details can be found within the report. Areas included in the analysis are:

- *Culinary and Dining Experience*
 - Gonzales has a good selection of locally owned restaurants for a town its size.
 - Addition of a tea room/bistro and upscale restaurant downtown would appeal to tourists
- *Lodging*
 - Reviews were positive citing a good mix of nationally recognized chains, local downtown boutique hotels and bed and breakfast accommodations

- *Nature Tourism*
 - Parks around Gonzales have some great amenities such as paddling trails, hike/bike trails and RV spots
 - These assets need more of a presence in Gonzales tourism materials. This can help differentiate itself from surrounding communities
- *Historic and Cultural Tourism*
 - Numerous unique and valuable attractions
 - Numerous strengths and opportunities listed. Included are:
 - Better signage for library highlighting the Dubose and Bushong collections as well as extended hours on Saturday. If docents are not available guides need to be developed to highlight and give details on exhibits.
 - Underutilization of the amphitheater
 - Concern noted for maintenance and restoration of these assets
 - Concern noted for the maintenance of the landscaping around these assets
 - A list of resources was included to help with restoration efforts
- *Shopping Opportunities*
 - Strength is Gonzales is a recognized Main Street City with many benefits resulting from this designation and related programs such as:
 - Administration of Façade Grant Program
 - Events attracting people to downtown
 - Good mix of antique and specialty shops, dining and entertainment venues
 - Primary weaknesses or opportunities noted:
 - Most businesses are not open on Sundays-need to encourage businesses to be open at least some hours on Sunday or Gonzales loses its ability to compete with other cities for weekend tourism
 - Hospitality training is needed to ensure workers in the local tourism industry are aware of Gonzales vast array of tourism assets and project a friendly positive image of the city.

Gonzales Investment Areas

In order to make Gonzales a tourism destination to rival other similar sized communities, leadership must invest in two things: **your story** and **your community**

Your Story:

- Come and Take It is the compelling storyline of Gonzales.
- A considerable investment of time and resources is needed to ensure you are engaging visitors in the most dynamic, entertaining and educational ways to recruit and retain them.
- Heritage tourism spends more money than any other kind of tourist and expect their experiences to be high quality and first rate
- Gonzales Memorial Museum is the primary location your story is told
 - Redesign exhibits in a more visitor friendly and professional way using first-class interpretation

- Layland Museum of History in Clueburne and Williamson Museum in Georgetown are listed as examples
- Additional landscaping on the museum grounds is warranted

Your Community:

Heritage tourists want to visit communities who value their heritage *and* project a positive image for all to see. *"Gonzales has a way to go in this area"*.

- Gonzales is fortunate to have open spaces which were laid out when the town was established
- These open spaces provide a corridor into the heart of Gonzales and parklands should not only be maintained, but beautified, cemeteries cleaned and entryways landscaped.
- Reference was made by all participants on the need for better maintenance and beautification of our city, especially the downtown areas
- Improved signage is needed to direct visitors to tourism assets
- Local historians who give tours are a valuable asset. Recruitment of additional volunteers is needed to carry on this amenity when the current volunteers are no longer able to do so

Beautifying Gonzales not only improves the image for visitors, but makes the community a better place for residents to live, work and play as well. Right or wrong, the image of a city directly ties back to its cleanliness and inviting it is for its visitors. Beautifying the entire community through development and enforcement of quality of life ordinances, clean up efforts and landscaping will help Gonzales project a positive image. Visitors as well as residents will appreciate the efforts.

**Plans and Goals to Address Weaknesses noted in Tourism Assessment
May 2019**

Beautification and Maintenance of the City-Providing a Positive Image

- Reform a Beautification Advisory Committee
 - 6-10 person committee consisting of
 - Master Gardeners/Garden Club
 - Downtown Association
 - Historic Homes Association
 - Main Street
 - Chamber of Commerce
 - Convention and Visitor's Bureau
 - Economic Development Corporation
 - Realtors
 - County
 - Lodging Owners
- To work directly with Parks and Recreation
- Improve appearance of downtown, parks and entranceways
 - Renovate public restrooms
 - Paint handrails and light poles
- Work with Main Street to finish lights and other downtown amenities such as
 - Replacing and maintaining building and landscape lighting
 - Trash cans
 - Benches
 - Banners
 - Other aesthetically pleasing amenities

Social Media

- Redesign and Update Gonzalestx.travel web site
- Continue to add features, enhance and promote Gonzales App
- Consistent Facebook posting with budget allocated to posting posts
- Work with Chamber and EDC to provide social media training for local businesses

Signage

- Work with City and EDC to improve and create wayfinding signs
- From major highways and thoroughfares in and around downtown area

Promote Local Businesses

- Work with Chamber of Commerce to provide
 - Hospitality Training
 - Develop a larger volunteer base to assist with Tourism
 - Enhance business success opportunities
 - Encourage longer hours and being open on Sundays

Work with City to help develop preservation ordinances to maintain the historic integrity of the City

- Vacant building ordinance

Work with Museums to

- Aide with fund raising to preserve and promote historic tourism assets
- Develop and enhance displays in a more dynamic entertaining, educational and entertaining way
- Better utilize facilities such as the Amphitheater



THE CENTRAL TEXAS I-10 COMMUNITY ALLIANCE ANNUAL MEETING

Thursday, June 13, 2019

9:30 a.m. Registration

EXPO at JB WELLS

2301 CR 197, Gonzales, TX 78629



Fran Stephenson

Working with Travel Influencers

Special Guest Speaker

General Membership Business Meeting

Sponsor Tables & Exhibits

Silent Auction

Networking Session

Barbecue Lunch - Baker Boys!

Potential Members Welcomed!

TICKET \$30

TABLE OF 8 \$200

SPONSOR TABLES \$100

RSVP DEADLINE: Thursday, July 6

Please register online: i10alliancemeeting.eventbrite.com

** 50% OFF MEMBERSHIP OFFER:*

New members only with purchase of a meeting ticket. Offer valid through June 13, 2019.

NEW MEMBER SPECIAL RATES:

Individuals	\$12.50	Utilities	\$250
Nonprofits	\$37.50	Business: 1-10 employees	\$25
Chambers, CVBs, EDCs	\$62.50	11-50 employees	\$50
Private EDCs	\$125	51+ employees	\$125

The Central Texas I-10 Community Alliance is formed of businesses and organizations which jointly promote and market the I-10 Corridor Region for tourism and economic growth.

CENTRAL TEXAS I-10 COMMUNITY ALLIANCE, PO BOX 65, SCHULENBURG, TX 78956
979-743-4514

Tourism Director First Six Months Accomplishments

Work with Gonzales CVB Advisory Board to:

- Prepare agendas
- Oversee HOT funds budget
- Revise GCVB policy for allocation of HOT funds designated for Special Events
- Converted financials into easy to read format and report monthly
- Coordinate all activities and directives in:
 - Promotions of Gonzales to increase overnight lodging and tourism in general
 - Coordinate and advise on the allocation of HOT funds for special events

Became Active in the Texas Independence Trails Association which promotes Heritage Tourism (TTIA)

- Elected to Board of Directors giving renewed focus and exposure to Gonzales
- Assisted in organizing and putting on the 2018 Texian Rally in Brenham
- Secured Gonzales as site of TITA Assn board meeting March 14, 2018
- Secured Gonzales as site of TITA Assn Texian Rally Feb 5-6, 2019
 - Anticipate 75-100 attendees

Became active in Texas Association of Convention and Visitors Bureaus (TACVB)

Attended:

- Annual Convention
- Marketing Symposium
- Sales Symposium
- Secured Gonzales as the site of 2019 TACVB Marketing Symposium
 - Anticipate 100-125 attendees

As result of meetings set up by and introductions from EDC President & CEO Genora Young, I received invitation from the Office of the Governor for Economic Development to apply for Tourism Assessment.

- Only offered to 3-5 communities per year.
- Submitted March 2018

Worked with Chamber of Commerce Executive Board to negotiate terms of the contract for the Visitors Center

Coordinated radio broadcast with KKYX radio host Roy Holley during Come and Take It which featured interviews with myself regarding Gonzales and what we have to do and see, Amanda Frederick with Chamber of Commerce, Brie Schauer owner of Sweet B's, Paul Frenzel, Pioneer Village, Laurel Ridge, and a guy who makes custom knives who I can't recall his name.

Headed up wine, arts and car show portion of the "Come and Taste It" Beer, Wine and Arts Festival and Classic Car Show

- Worked with Main Street, City Staff, EDC, CVB Board, Lynn Theater, Chris Eska, Gonzales Classic Cruisers and Gonzales Inquirer to develop and put on festival
- Estimated 500 attendees
- Profitable in inaugural year

Became active in the Texas Travel Industry Association

- Received Scholarship of \$450 for 2018 TTIA Travel and Tourism College scheduled for June 2018
- Attended annual conference

Created high quality brochure for JB Wells Expo Center to be used in marketing efforts

Worked with Historic Homes Association on the production and publication of "The Grandeur of Gonzales"

- High quality coffee-table styled book documenting the history and historic architectural infrastructure of Gonzales
- Fund raiser with proceeds to be reinvested back into the community

Worked with EDC to create a booth to promote Gonzales which has been used at:

- Houston Home and Garden Show
- San Antonio Christmas Jubilee Home and Garden Show
- To be used in Austin, Houston and San Antonio in Fall 2018

Worked with Saffire to:

- Link CVB calendar to City calendar to provide consistent information between entities
- Revise and enhance web site

Coordinated efforts between Chamber of Commerce and Historical Commission for the repair and illumination of the lights on the Old Jail Museum

Worked with Jay and Joy Hilsher and City staff to negotiate coordinate efforts for the Texas Independence Relay

Worked with Adam Libby to coordinate Shorty Gorham bull fight exhibition. Event is scheduled for May 19 at JB Wells Park.

Facilitated successful negotiation of Agreement by and between Get-A-Grip Softball Association and City for use of quadraplex at Independence Park. Plan is to host softball tournaments which will provide significant hotel/motel lodging once they are up and running

Regularly attend and participate in meetings of:

- Main Street Advisory Board
- JB Wells Advisory Committee
- Museum Advisory Board
- Historic Homes Association

Solicited and Secured the exhibition of the Vicki Bushong and Weldon Henson Collections

- Collection of 60 original documents from the Texas Revolution
- Largest private collection of documents from the Texas Revolution era in existence to be on display
- Valued at \$3 million
- To be exhibited in the Robert Lee Jr. Memorial Library in the Tinsley Texas Culture room
- Combined with the Dubose Collection will make the Library a significant tourist destination

Worked with EDC to help facilitate and negotiate a use agreement for a parcel of land along the Guadalupe river in Independence Park to be used by Lou's Canoes for a kayak and canoe rental business which will be a significant tourist attraction.

Clinton Hille
Tourism Director
Accomplishments 4-18 to 4-19

Attended and participated in the Gonzales Memorial Museum Advisory Board Meetings
Attended and participated in the JB Wells Advisory Board Meetings
Attended various Main Street Advisory Board Meetings
Attended City Council Meetings
Elected to Board of Directors for Independence Trails Association and regularly attend meetings
Regularly represent Gonzales at the Central I-10 Corridor Alliance Association meetings
Actively involved with Historic Homes Association
Make changes to the web site as needed
Monitor and create postings daily on social media
Attended meetings for contracting Economic Impact Study
Attended meetings for preservation ordinance
Attended Business Development Review Committee meetings
Coordinated CVB Advisory Board Meeting

- Prepared packets
- Prepared and posted agendas and meeting minutes

Working with historical commission for development of Come and Take It Trail and renovations of Runaway Scrape interpretive panels at the Museum

4-18

Received notification of the award for a Tourism Assessment to be conducted by the Governor's Office of Economic Development in January of 2019

Developed a direct relationship with staff of the Alamo. Primary contact is Sherry Driscoll

- Was invited to bring volunteers to the reenactment of the arrival of the Immortal 32 to the Alamo

Led the organization of the inaugural Come and Taste It Craft Beer, Wine and Art Festival

- Coordinated efforts with Main Street to enable them to be the recipient of funds and contributions
- Coordinated with Gonzales Inquirer to secure beer vendors and entertainment
- Helped secure sponsors
- Worked with GEDC and Main Street to solicit donations
 - Gift baskets
 - Gift bags, wine glasses and misc sponsorship opportunities

Attended antiques and arts show from La Grange to Carmine and handed out over 70 plus flyers for upcoming CATI Festival and over 200 Gonzales brochures

Attended TACVB Marketing Symposium in Temple

Worked with Inquirer, EDC and Main Street to design ads and write articles for

- Discover Magazine
- TJHRA Rodeo Finals Program

Guest Speaker for Pilots Club

Guest Speaker for Rotary Club

5-18

Worked with Adam Libby to produce and promote Shorty Gorham Bullfight Exhibition

- Helped secure sponsors
- Coordinated and ran the ticketing and admission gates

Worked with Anne Dollery on TJHRA

- Worked several shifts greeting people
- Helped secure contributions and assemble gift buckets for contestants
- Helped with trash pickup
- Helped with functions for directors and other rodeo staff
- Helped recruit volunteers for rodeo

Volunteered at Pioneer Village for several work days to renovate and improve facilities

Worked with Mobile Town Guide to develop app for Gonzales

- Provided info for the creation of the app
- Did most of the input regarding businesses, tours, local business and attractions

Attended Saffire Summit for website development and training

6-18

Revisions of CVB Funds requests forms

- Worked with Mayor and CVB Advisory board to revise policies to reflect criteria for grants
- Revised forms
- Worked with Mayor and Council to obtain delegated authority for the CVB Advisory Board of \$5000

Bushong Collection

- Worked with Library and Vicki Bushong to secure the exhibit of documents from the Texas Revolution era for a one-year period
- Designed brochures and guides which also included Dubose Gun Collection
- Received and installed the exhibit
- Coordinated the memorial service and opening ceremony for the exhibit

Attended TTIA Tourism College

- Completed Freshman Course

Worked with James Watterson to draft an article on the 5 best ways to experience Texas history in Gonzales

- Featured in AAA magazine
- Over 24,000 hits on digital version

Contacted all Travel Centers and arranged for replenishment of brochures to travel centers.

7-18

Developed Hotel Customer Survey Cards

Distribute and pick up to hotels monthly

Coordinated the development of a "tear off" map of Gonzales

- Includes local points of interest, dining, lodging, shopping and entertainment options
- Distributed to local hotels and businesses

Developed a Historical Sites and Monuments Brochure

- Worked with historians Paul and Vicki Frenzel and Chamber Director to assemble information and advise on layout
- Worked with Personal Impressions on layout and design

Attended TDA Roundtable Conference, Rockport

8-18

Coordinated revision and reprint of Gonzales Memorial Museum brochure

Worked with CVB Board, Staff and Mayor to develop budget for 2018-2019 FY

Coordinated with Bruce Harboth and made arrangements for Yolo TV to produce a television episode on Gonzales and highlighting the SA Distillery

Attended TACVB Annual Conference-Sugarland

Coordinated meeting and interview with Sabores De Mexico Food and Travel Magazine

- Did a special segment on Gonzales Meat Market
- Have over 400K followers

Helped design, produce and distribute the brochure for the 2018 Winterfest Historic Homes Tour for the Gonzales Historic Homes Association

Attended Chamber of Commerce Grow your Small Business and Hospitality Training workshops

9-18

Worked with Personal Impressions to design ads for fall and winter activities and festivals to be featured online and in Houston House and Home magazine

Worked with Sherry Driscoll with the Alamo to organize a trip for SA teachers to Gonzales and Goliad as a part of their continuing education program

Attended TDA Conference in Corpus Christi

Attended Texas Travel Summit in Galveston

10-18

Coordinated advertising campaign with Talk Texas bloggers

- Scheduled tours of Gonzales and activities centered around Come and Take It
- Spent two days with bloggers pointing out local tourism assets

11-18

Attended San Antonio Christmas Showcase

- 2 day event
- Manned booth for Gonzales CVB

Worked with AJR Media to coordinate advertising campaign for 2019

- Tour Texas.com
- Texas Highways
- AAA Texas Journey Magazine

Worked with DRT to prepare presentation for DRT to bring their meetings currently held in Round Rock, to Gonzales

Attended State Fair Oct 14 & 15 and worked in travel booth

12-18

Expedition Texas

- Negotiated for and coordinated filming of Christmas Special in Gonzales
- Found five businesses who were willing to participate
- Spent 2.5 days with filming crew
- Planning a summer episode centered on first shot and Come and Take It

1-19

Conducted tour of Gonzales for six people from the Governor's office January 22 & 23. Toured and discussed tourism assets including museums, parks, facilities at JB Wells, library, hotels and meeting facilities.

Working with Main Street, EDC and JB Wells to coordinate the hosting of the Sisters on the Fly scheduled for September 2019.

- Leading the committees for the welcoming activities, tours and promotional giveaways for their event.

Attended Texas Historical Commission Real Places Conference in Austin

Did radio show with Roy Holley, Terry Fitzwater and Genora Young promoting Gonzales and the upcoming Hot Rod and Hatters Car Show.

Guest speaker for Rotary Club

2-19

Hosted the Texas Independence Trail Texian Rally at Presbyterian Church

- Most successful rally to date

Coordinated with TTIA for a table at the Texas Unity Dinner

- Hosted the Mayor, Chamber Director, Jeff Miller, Representative from John Cyrier's office and CVB Advisory Board members
- Solicited local businesses along with GEDC to prepare gift baskets for silent auction

Worked with Joel Gammage to bring Hot Rod and Hatters Car Show to Gonzales

- Coordinated the efforts between the car show and city services
- Helped secure sponsors

Formed a committee focused on creating murals in downtown Gonzales

- Three locations identified
- Currently working with building owners and artists to submit proposals

Attended TACVB Sales Symposium in Houston

3-19

Coordinated the participation of Gonzales in the Independence Day Celebration at the Alamo

- Coordinated the effort and took 32 volunteers to participate in reenactment of the arrival of the Immortal 32
- Arranged for the Mayor to speak during the ceremony
- Arranged for the Young Texas Troupe to perform during the ceremony

Coordinated with Alamo for the Laying of the Wreath ceremony March 6 at the Memorial Museum

- Secured donation of rose wreaths for Alamo and Gonzales ceremonies from Persons Florist

Worked with Jay Hilsher for the 2019 Texas Independence Relay

- Arranged for services such as portable restrooms for the function
- Oversight and coordination with City Employees on other in-kind services

Revised Gonzales Hotel/Motel Tax reporting forms

Distributed approximately 150 Gonzales brochures from La Grange to Carmine during spring antiques show

4-19

RFP to host Central I-10 Central Corridor Alliance annual meeting previously submitted was secured

- To be held at the Expo Center on Thursday June 13, 2019

Coordinated Gonzales' participation in the DRT 101st Annual Pilgrimage Honoring the Texas Revolution Heroes at the Alamo

Worked with Trustee of the Bushong Collection for the library to be the permanent recipient of the documents

Working with Library Board to negotiate the furnishing of the Media Room in memory of Vickie Bushong

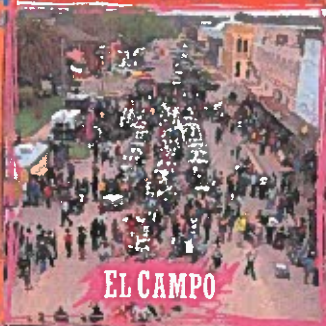
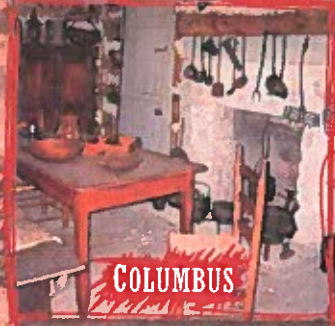
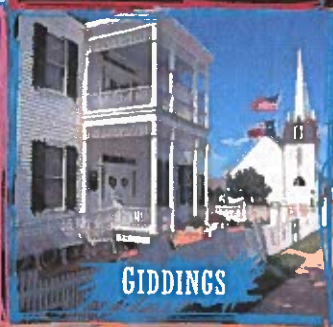
Attended Texas Travel Expo – Houston

Successfully negotiated the permanent transfer of ownership of the Bushong Collection to the Robert Lee Brothers, Jr. memorial Library and the City of Gonzales. Currently working on the transfer agreement documents.

HAVE FUN
RELIVING THE DRAMATIC EVENTS
LEADING UP TO THE FORMATION
OF THE LONE STAR STATE.



El Campo
Texas' newest Certified Retirement Community!
New RV Resort. Antiques, museum, festivals and
events! 979-543-2713 ElCampoTexas.org



Points of Interest

- 1 Gonzales Memorial Museum
- 2 The Eggleston House
- 3 Central Square - Old Jail Museum, Courthouse, Chamber of Commerce & Visitor Center
- 4 Come and Take It Battleground
- 5 Gonzales Pioneer Village & Living History Center
- 6 JB Wells House
- 7 Fort Waul CSA
- 8 Market Square - State Association of Texas Pioneers Museum
- 9 JB Wells Park
- 10 Independence Park & Golf Course
- 11 Disc Golf Course
- 12 Braches House & Sam Houston Oak
- 13 Palmetto State Park
- 14 Lake Wood Recreation Area
- 15 Texas Hero Square
- 16 Confederate Square
- 17 Church Square
- 18 Military Square
- 19 Cemetery Square
- 20 Robert Lee Brothers, Jr. Memorial Library

Welcome to
Gonzales, Texas "Come and Take It"

