

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, May 17, 2018
City Hall ~ 820 St. Joseph
12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:03pm. A quorum was declared present.

Members present: Barbara Crozier, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Chris Kappmeyer; **Members absent:** Ann Covert, Alison Rodriguez; **Ex officio present:** none; **Staff present:** Clint Hille; **City Officials present:** none; **Guests:** Tiffany Hutchinson; Sandra Mauldin

Public Comments: None

Approval of Minutes

1. **Approval of Minutes:** The minutes of the April 12, 2018 meeting were approved.

REPORTS

2. **Staff Reports**

- A. **JB Wells.** No report.

- B. **Main Street.** June concert series kicking off very soon. About 500 in attendance for Come and Taste It festival, and profit of about \$1400. Texas Revolutionary documents are coming to the library for display. All official paperwork being signed off today. Opening and reception being planned for July 4th.

- C. **Tourism Director.** Clint provided a written report on accomplishments for his first 6 months as Tourism Director. This board thanked him for the report and for his work. Clint also followed up with STR Global, and they do not provide the services that we had hoped they would. There was further discussion about creating some type of card that could be given to all the hotels for their occupants to fill out regarding their stay. Perhaps offer a giveaway or drawing to entice them to fill it out.

3. **Report on Occupancy Trends.** No report.

4. **Report on Pioneer Village.** No report.

5. **Report from Advisory Members on Event Development.** Chris Kappmeyer would like an event planner for the gun/ammo event he and Clint had started developing. More info to come on this.

6. **Report on Upcoming Events.** Wounded Warriors May 18th, American Freestyle Bullfight May 19th, Texas Jr High Rodeo May 24th-June 2nd, Grand opening of DuBose Gun Collection May 28th, Summer Concert Series every Friday in June & July 4th, Comedy of Errors Crystal Theater June 21st, Midsummer Night's Dream Crystal Theater July 12th.
7. **Financial Report.** Clint reviewed current numbers and what has been received thus far.

ACTION ITEMS

8. **Request from Gonzales Chapter DRT for consideration of funding for furnishing of facility for registration for convention.** District 8 DRT regional meeting will be held here in Gonzales on October 20th. Expect 150 people for the meeting. Have reserved JB Wells Expo for the meeting. Prime location for ease of access to cemeteries, historic homes, etc. Asking for funding to help defray the cost of renting the facility. Chris Kappmeyer moved to fund this request, Holly Danz seconded; motion carried.
9. **Discussion and approval of engaging Texas Travel Talk.** Clint suggesting to move forward with this service for \$3800. Chris Kappmeyer moved to approve this project, Holly Danz seconded; motion carried.
10. **Discussion and consideration of Mobile Town Guide.** Clint suggesting this service for a mobile town guide with information on town merchants and landmarks. However, we need to verify that it is ok for us to then sell this service to our town merchants. Would need to be able to track users as well to verify that expense would be justified. Board would like full presentation at next meeting. More information to come.
11. **Discussion and consideration of attending Home and Garden shows.** Clint presented fall dates and locations. Austin in August and San Antonio in November. Suzanne Sexton moved to approve these functions, Chris Kappmeyer seconded; motion carried.
12. **Discuss how to utilize email to promote events to potential visitors.** Mail Chimp is an email database service that is free up to 2000 email subscribers. Clint would like to start creating a database using this service.
13. **Discuss downtown murals.** To be discussed next month.
14. **Discuss frequency of report from Pioneer Village.** With Paul no longer on the board, how often should this board see Pioneer Village numbers? This board feels monthly is still a good target.
15. **Discussion of FY 2018-2019 budget.** Worksheet was included in board packet. Next year's budget is currently being worked on and adjusted based on projected income, how we've spent money this year, request from the Mayor, etc. Process is in the very early planning stages.
16. **Discussion and approval of Application for HOT Tax Funding.** Clint recommended to leave the application as is, as it is a state created application. Was suggested to add Clint's information to the application in case the applicant has questions or concerns when filling out the application. Holly Danz moved to leave the application as is, Chris Kappmeyer; motion carried.
17. **Discuss changing date of regularly scheduled meetings due to the change in the date of the regularly scheduled City Council meeting.** Holly Danz moved to move the meeting from the second Thursday to the third Thursday due to the change in City Council meeting, Chris Kappmeyer seconded; motion carried.

18. **Call for new agenda items for the following meeting, by members.** How to engage with the Chamber for a better working relationship.
19. **Set date and time of next regular meeting.** As previously discussed, third Thursday of the month: June 21st at 12pm

Chairwoman asked for a motion to adjourn. Chris Kappmeyer moved that we adjourn. With a second from Ken Morrow, the meeting was adjourned at 1:27pm.

Holly Danz, Secretary