

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, August 10, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Clint Hille, Alison Rodriguez, Holly Danz, Chris Kappmeyer, Ken Morrow; **Members absent:** Dawn O'Donnell, Paul Frenzel, Ann Covert; **Ex officio present:** none; **Staff present:** Barbara Friedrich; **City Officials present:** Genora Young, Mayor Connie Kacir

Public Comments: Mayor Kacir reported on applicants for Tourism director; will continue to take applicants until position is filled. Committee has been selected to interview the applicants; Chris Kappmeyer and Barbara Crozier will be taking part on behalf of our board. Mayor also took suggestions as to who the 7th component could be for this committee; suggested Anne Dollary or Brent Baker. Further discussion was held on what this board would like to see achieved by this person selected for this decision. Mayor Kacir also reported on a conversation with the rep from Certified Brochure Company; currently paying \$16,000 for our brochures to be distributed. The rep discussed increased advertising for an increased price. This item will be listed as a future agenda item.

Approval of Minutes

1. Approval of Minutes: The minutes of the July 13, 2017 meeting were approved as presented.

Action Items:

2. **Discuss and Consider advertising on USA Today Go Escape to Texas and the American Southwest.** Already missed the deadlines to advertise in this, and would need to come up with funding. Chris Kappmeyer moved to hold off on this commitment until tourism director is hired, Clint Hille seconded; motion passed.
3. **Discuss appointment/reappointments to GCVB committee.** Holly Danz, Dawn O'Donnell, Barbara Crozier, Paul Frenzel are up for reappointment. Those wishing for reappointment should submit their letter to Barbara Friedrich as soon as possible. Clint Hille moved that those not present be contacted via email to ask for their reappointment letter, Alison Rodriguez seconded; motion passed.

Reports

4. **Update on Home and Garden Shows.** Board is signed up to attend Houston and San Antonio Home & Garden shows. Clint Hille volunteered to be at both shows. Suggested to have 3 people in the booth at each show. Board to pay for lodging for this; Alison can reserve rooms at

reduced pricing. Genora Young may be able to attend as a volunteer. Clint will coordinate volunteers.

5. **Update on Spring Garden and Grounds Tour.** Even if 3 houses are available, this would be a good tour to keep on the books. Dawn O'Donnell is continuing her work on this.
6. **Update on Winterfest Activities.** Home tour commitments: JB Wells, Barbara Crozier, Compton, Kappmeyer, and possibly the old college. Other info: Stars in the Village, shopping downtown, Parade – Saturday night, breakfast w/ Santa, choirs, chili n bean contest, bouncy houses, and more to come.
7. **Post event report from Gonzales Main Street.** Successful event. A lot of good comments from people who attended. City was well promoted. Next year will be 10th year.
8. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Board has reviewed the Rick Green video, and marked the clips desired. Billboard that was in question at the last meeting has been locked in for 6 months, but will not do a new wrap.
9. **Report on Occupancy Trends.** End of July, occupancy had jumped 13% in Gonzales County area. In Texas, it has jumped roughly 40% from last year.
10. **Report from Anne Dollery on the Expo Center at JB Wells Park.** No report.
11. **Report from advisory members on Event Development.** Clint hoping for an Aspiring Innkeeper's Workshop. National Jewish Group in January will likely fill Laurel Ridge, and possibly Belle Oaks.
12. **Report from Gonzales Memorial Museum.** No report. Clint Hille will build a form for the museum to use to keep track of numbers.
13. **Report on Upcoming Events.** The Sky's the Limit-Youth Center Gala August 12th, The Lights Festival Sept. 2nd, Gonzales Healthcare Systems Foundation Gala Sept. 9th, First Shot Cook Off Sept. 15th-17th, Come & Pull It Sept. 15th-16th, Come & Take It Celebration October 6th-8th, Rusted Gingham's 10th annual Barn Sale November 10th.
14. **Financial Report.** Looking hopeful with the jump in occupancy levels.
15. **Call for new agenda items for the following meeting, by members.** Brochure distribution
16. **Staff Report.** No approval needed for carriage rides in town. City looking to put together a one-day ordinance for carriage rides, so won't have to wait for a City Council meeting to get this. Golf course hosted a golf tournament, which was one of their most successful. Had about 45 couples stay overnight for this tournament.
17. **Set date and time of next regular meeting.** September 14, 2017 at 12pm.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Clint Hille, the meeting was adjourned at 12:56pm.

Holly Danz, Secretary