

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU
Thursday, July 15, 2021
La Bella Tavola Italian Grill
601 N. Saint Joseph Street, Gonzales, Texas 78629
12:00pm

Call to Order and Certification of Quorum

Chairwoman Jean Burns called the meeting to order at 12:11pm. A quorum was declared present.

Members present: Judy Wehde, Holly Danz, Jean Burns, Dawn O'Donnell, Barbara Crozier, Andi Seger; **Members absent:** Tami Erikson, Tiffany Hutchinson, Suzanne Sexton; **Ex officio present:** none; **Staff present:** Ashley Simper, Amanda Garza, Liz Reilly; **City Officials present:** none; **Guests:** Brad Cox, Steve Fountain

Public Comments: None

REPORTS

Staff Reports

A. JB Wells. Booked with rodeos and weddings. TYRA finals at the end of July. August 6&7 will be Monster Truck Show. NRA Banquet booked for August 19th, and gun show booked August 22nd. Working on a dog show, and November car show and possible concert. New digital sign has been installed, and training scheduled on how to update the messaging. There is consideration on adding WiFi to the arena. There will also be a washeteria set up at JB Wells now.

B. Main Street. Concert Series is wrapped. Getting ready for Happy Fall Y'all and Winterfest. The hot air balloon rides for healthcare workers has been postponed due to weather. Butterfly garden should be receiving funds from EDC, and that work must be done by October.

C. Tourism Director. Hotel occupancy for June averaged 60%, up 20% from last year. New website should be launching any day now. Visitor guides came out last month. Updated tear away maps have been printed and delivered to the Chamber. Drive & tour brochure is about to be printed. Advertising for next fiscal year is mostly planned. Our billboard will be updated, and trying to change sides of the road. Working on the digital billboard. Still awaiting information about the board located on the Kapavick property.

1. **Report on Upcoming Events**

Chamber of Commerce Mixer @ Baker Boys BBQ – July 15

Come & Take It Golf Tournament – July 24

The Story of our Heroes – July 23 & 24; 7pm performances at the Amphitheatre and/or Crystal Theatre.

TYRA Finals

Monster Truck Show

2. **Financial Report.** HOT revenue is projected to be down for the whole fiscal year, somewhere in the neighborhood of 40-50%. Proposed budget for the new year has already been submitted.

DISCUSSION ITEMS

1. **Discuss, consider, and possible action regarding follow up on A/V for JB Wells Expo Center.** Still working on gathering quotes. Will probably be a competitive bid process.
2. **Discuss, consider, and possible action regarding follow up on JB Wells House and Pioneer Village Billboards.** Board #1 at Graham Land & Cattle is down. Board #2 on the Kapavick property is still being considered for replacement.

ACTION ITEMS

1. **Approval of the minutes from June 17, 2021 Regular Meeting.** Dawn O'Donnell moved to approve the minutes, Andi Seger seconded; motion carried.
2. **Discuss, consider, and possible action regarding proposals for a Feasibility Study regarding sports tourism and the City of Gonzales-owned athletic fields and/or an athletic complex.** Board reviewed all three bids. Two of them were "typical" scope of work bids; one was very unconventional in that it was actually recommended not to do a typical, expensive study based on similar complexes and facilities so closely located around Gonzales. The typical bids were very expensive, and that was just for completing the study. No actual ground work. Embarking on sports tourism could get very costly very quickly. More discussion followed. Dawn O'Donnell moved to approve the study bid from DSA Sports, in the amount of \$5000 plus travel expenses. Barbara Crozier seconded. Vote was called; motion carried.

Set date and time of next regular meeting. August 19, 2021 at 1pm

Barbara Crozier moved to adjourn the meeting, Andi Seger seconded. Chairwoman adjourned the meeting at 1:31pm.

Holly Danz, Secretary