

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 8, 2018

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, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Alison Rodriguez, Paul Frenzel, Chris Kappmeyer; **Members absent:** Ann Covert; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir; **Guests:** Tiffany Hutchinson, Daisy Scheske-Freeman, John Rinehart

**Public Comments:** Ken Morrow introduced John Rinehart to the meeting; he's a professional drone operator. John gave a demonstration of his work. Daisy Freeman reported on upcoming gravel road bicycle race March 10<sup>th</sup>.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the February 15, 2018 meeting were approved.

**REPORTS**

2. **Staff Reports**

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

- B. **Main Street.** Gonzales will be recognized as a Nationally Accredited Main Street City. Gonzales has been receiving this award since 2000. Awarded a Utility Relocation grant to the San Antonio Distillery. Still working on yard sale and summer concert series.

- C. **Tourism Director.** "Come & Taste It" 5 wineries signed up so far, several other vendors. Still taking on vendors as well as sponsors. Shorty Gorham bullfight event is progressing. The Inquirer's request for funds was approved by City Council. Tourism assessment is just about ready to be submitted. Get a Grip softball tournaments/agreement approved by Council. Jr. High finals are up for bid this year – need to go big this year to make Gonzales the most desirable. May need help stuffing buckets and for other activities throughout their week. Maybe a fundraiser for an organization would be to paint business windows. Working to develop new map brochure. Submitted an RFP to bring a conference to town in September. Working to place an ad in the "Discover" magazine, as well as making the magazine more of a visitor's guide. Museum numbers are down for last month. Ad placed in "Houston House and Home" magazine. Will be doing a Native Texas advertising campaign for tourtexas.com. Have cancelled billboard contracts for Highway 183. Considering booths at

upcoming home and garden shows. Received a thank you note from the Gonzales Royal Court for supporting their request for parade funds.

3. **Report on Occupancy Trends.** Occupancy has dropped 15% over the last month. Possibly due to oil/gas traffic. Could also be related to hospitality/service.
4. **Report on Pioneer Village.** Gonzales 4<sup>th</sup> graders recently attended the Village. Have also had visitors from Yoakum and Smithville.
5. **Report from Advisory Members on Event Development.** No further discussion.
6. **Report on Upcoming Events.** Texas Independence Relay March 23-24; Bingo Bags and Badges Fundraiser March 23; Master Gardeners Plant Sale March 24; Gonzales Spring Nationals Monster Truck Showdown March 31; City Wide Garage Sale April 14; Come and Take It Beer, Wine and Arts Festival April 28; 40 Fellas Food Fest April 28; American Freestyle Bullfight May 19; Relay for Life Cinco de Mayo Event May 5; Summer Concert Series every Friday in June & 4<sup>th</sup> of July
7. **Financial Report.** To date, \$225,219 has been collected in revenues, including \$66,000 past due collections. Overall, revenues have slightly rebounded and may be higher than was initially anticipated.

#### **ACTION ITEMS**

8. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** Wanting to set clear guidelines for those applying for funds through this Board. \$5,000 is the number that has been suggested for this board to have authority to approve. Mayor Kacir gave insight on this topic as well, offering options on how to make current events more successful through funding or how to help new events kickoff. She never wants to be have to tell an event planner no when they are asking for funding, instead what can we do to improve or better the event. Also, reaching out to the hoteliers, asking them to survey their customers to see what's bringing them to town and if they are staying in town due to local events. We need to be able to measure event success in terms of overnight stays. The statement and policy will continue to be adjusted and tweaked before sending to Council.
9. **Request from Adam Libby for consideration of funding for advertising for Shorty Gorham's American Free Style Bullfighting \$2500.** Dawn O'Donnell moved to consider the application, Alison Rodriguez seconded. Last year's event was successful. They are working hard to pre-plan the event to create a 2-3 day event. Funded the event at \$2500 in 2017. Motion carried to fund this event at \$2500.
10. **Call for new agenda items for the following meeting, by members.** Drone operator, John Rinehart; murals for sides of buildings.
11. **Set date and time of next regular meeting.** Next regular meeting to be April 12th at 12pm.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Alison Rodriguez, the meeting was adjourned at 1:18pm.

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Holly Danz, Secretary