

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 9, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

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

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Ann Covert, Ken Morrow, Holly Danz, Paul Frenzel; **Members absent:** Alison Rodriguez, Chris Kappmeyer; **Ex officio present:** none; **Staff present:** Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir, Gary Schurig, Tim Patek; **Guests:** none

Public Comments: Mayor Kacir wants to make sure we don't lose any lodging, we need to seize the moment in regards to tourism and keep visitors coming in. If we are going to be spending reserves based on how budgets have been written, Mayor would like to see reserves spent on someone who can do the work to promote our city, in a tourism director. She also noted that there isn't a current contract between the Visitors's Center and the Tourism Board/City. We need to outline a scope of work and get something in place. A museum board has also been created.

1. Approval of Minutes: The minutes of the February 9, 2017 meetings were approved, pending the change of "all but 2 billboards were cut".

Action Items:

2. **Discuss and Consider Meet Me in Gonzales advertising.** Ann Covert received lots of good input, but received it too close to the meeting, so this is an ongoing project. Will report at next month's meeting.
3. **Discuss and Consider Visit Widget for Gonzales, Texas.** Setup fee of \$2500, plus a basic plan of \$200/month. Clint Hille moved to table this item until next meeting, Holly Danz seconded; motion carried.
4. **Discuss and Consider 10-point plan for marketing new events.** Chris Kappmeyer has created a plan for bringing new events to the city. A mock post card was distributed to the group, listing the plan. Some of the wording needs to be tweaked, but otherwise a vibrant, useful marketing piece. Dawn O'Donnell questioned how this would be paid for. As long as we can send a portion to out of town addresses, we should be fine paying for it. Chris had mentioned he would pay what wasn't covered. Also suggested to blast it out via email; this may be a more beneficial/cost saving avenue. Dawn O'Donnell moved to table this item to next meeting, Clint Hille seconded; motion carried.

Reports

5. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** As of May 11th, we will be down to 2 billboards; one on I-10 and one at 183 & I1-30. No report on the website; if you haven't reviewed the new site, please do so before next meeting. Awaiting to hear from Jill Schauer in regards to the Rick Green video. Barbara Crozier and Genora Young will work with Jill on this to get it done. Gerri Lawing has taken over the Facebook page, and is currently posting. Texas Monthly did have a mention of Belle Oaks Inn in their Hidden Texas Treasures piece. The brochure is in TxDot's hands, as we will need their approval since they will be delivering these brochures to the state entry points. Will have 10,000 copies of these printed in the interim, so we can distribute to local businesses.
6. **Report on Occupancy Trends.** No report for the month.
7. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Honky Tonk Festival was not as well attended as they would have hoped. BBQ cookoff was well represented, 57 teams. But they still want to come back and put on another function. Lights Festival was cancelled for April, but rescheduled for September 2nd. Hoping it will have a good turnout for Labor Day weekend. Magic 95 was cancelled due to immigration concerns. Starting to get ready for Jr. High Finals, and Texas Relay.
8. **Report from advisory members on Event Development.** Barbara Crozier will be looking for volunteers for Texas Independence Week 2018; wanting to capitalize on our history to attract people to our city. Grounds and Garden tour will be held in 2018. Chris Kappmeyer working on gun/ammo event next spring.
9. **Report on Upcoming Events.** VFW BBQ Cookoff March 17-18th, Texas Independence Relay March 25-26th, Relay for Life March 31st, PBR April 1st, Texas Jr. High Rodeo Finals May 22nd-28th, Anne would like to see volunteers welcoming the participants to the grounds and city; Gonzales Dental Ribbon Cutting March 10th, Master Gardner's plant sale March 25th, Edwards Jones Grand Opening April 7th.
10. **Financial Report.** February breakdown was reviewed, expo bond payment was made so this caused the significant change in balance funds. Still looking at a year-end revenue of \$200-225,000; need to be diligent and watch our spending while still trying to fill the hotel rooms. Ann Covert questioned the Main Street numbers; those are allocated to the summer concert series.
11. **Call for new agenda items for the following meeting, by members.** Clint Hille suggested being represented at the various home & garden shows; he will try to find some dates. Paul Frenzel would like to be able to edit the Discovery magazine info.
12. **Staff Report.** No further reports.
13. **Set date and time of next regular meeting.** April 13th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ken Morrow moved that we adjourn. With a second from Dawn O'Donnell, the meeting was adjourned at 1:06pm

Holly Danz, Secretary