

# GONZALES CONVENTION AND VISTOR BUREAU

Thursday, May 11, 2017  
Gonzales Municipal Building at 12:00 P.M.

## AGENDA

### CALL TO ORDER AND CERTIFICATION OF QUORUM

### PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

### APPROVAL OF MINUTES

1. Approval of April 27, 2017 Minutes

### ACTION ITEMS

2. Discuss and Consider AJR Contract for 2018
3. Discuss and Consider Visitor Center contract between the City of Gonzales and The Gonzales Chamber of Commerce.
4. Discuss and Consider Home & Garden Show
5. Discuss and Consider 10 point plan for marketing new events

### REPORTS

6. Report Regarding Advertising, Billboards, Website, and use and distribution of the video produced by Rick Green
7. Report On Occupancy Trends
8. Report from Ann Dollery on the Expo Center at J B Wells Park
9. Report on hosting Texas Main Street Training/Professional Development
10. Report from advisory members on Event Development
11. Report from Gonzales Memorial Museum
12. Report on Upcoming Events
  - a. Running M Bar & Grill 2<sup>nd</sup> annual Crawfish boil – May 13, 2017
  - b. Texas Jr High State Finals Rodeo – May 22-May 28
  - c. Main Street Concert Series – June 2, 9, 26, 23, 30 and July 4
13. Financial Report
14. Call for new agenda items for the following meeting, by members
15. Staff Report
16. Next regular meeting will be June 8, 2017

### ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at [www.cityofgonzales.org](http://www.cityofgonzales.org) the \_\_\_\_\_ 8th \_\_\_\_\_ day of May \_\_\_\_\_ 2017 at \_\_\_\_\_ a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed \_\_\_\_\_.

I further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

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**Barbara Friedrich, Main Street Administrator**

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, April 27, 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; **Members absent:** Paul Frenzel, Holly Danz, Alison Rodriguez, Chris Kappmeyer; **Ex officio present:** none; **Staff present:** Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir, Gary Schurig; **Guests:** Crissy O'Neal and Jill Schauer.

**Public Comments:** July 9<sup>th</sup>, 7pm, there will be an American Bullfighting event with Shorty Gorham; Santa Anna Mound trails ribbon cutting on May 3<sup>rd</sup>. A group from Weatherford recently visited the museum; March totals were 1898. Mayor Kacir now has a contract between CVB and the Chamber of Commerce. The visitor's center is not usually open on holidays, but are now contractually obligated to be open 5 holidays. The mayor has also gone out to a local eatery and shop, asking them to be open on these holidays so there is something for visitors to do. The mayor has committed that the CVB board will work the center on those holidays if other workers cannot be found. She is also working on creating event packaging, to help with overnight lodging. Golf association is need of equipment; they are also looking to hold a 2-day event. Mayor Kacir also suggested creating a subcommittee consisting of representatives from all the city boards/groups so that those individuals can report back to their boards with needed information. We are still on track to bring in about \$223,000 for the year, of which \$110,000 goes to the expo payment.

1. Approval of Minutes: The minutes of the March 9, 2017 meeting were approved.

**Action Items:**

2. **Discuss and Consider application for funding from Come & Take It Committee.** This is the committee's second request; for the amount of \$2499. Ann moved to accept, then amended to reject the request. Ken Morrow seconded the motion. There was a question in regards to what the money would be used for. This request states children events, but their first request may have mentioned this as well. Discussion of why would this board approve a second request. This is not a new event. Perhaps the committee could create a separate event that we could fund. The board votes to deny the application due to it being a duplicate request, and no precedence to fund same event twice in one year.
3. **Discuss and Consider application for Funding from Gonzales Main Street, Inc.** This board funded Main Street at \$10,000 last year; they have reduced their request to \$5,000 for this year. Ken Morrow moved to accept the request as written, Clint Hille seconded. Clint asked how it

could be enhanced to encourage an overnight stay. Main Street has been asked to make a package weekend of these events; a stay and dinner one night and then shopping the following day. Hotels seem to be receptive to this. Main Street is on board to advertise this type of package. Ken Morrow suggested revising the radio advertising to promote staying overnight. Sponsorships for this event are down for this year. Will Main Street ever charge patrons for this event? Would be hard to do since it's every Friday and the fence would have to go up and down every weekend. Also suggested asking the beer seller to increase their price and give that portion to Main Street. Motion to approve at the full request fails. Clint Hille moved to approve an amount of \$2499. Ken Morrow seconded the motion. This motion passes.

4. **Discuss and Consider Meet Me in Gonzales advertising.** Ann Covert would like to get this into magazines and get it out to the public. Jill Schauer presented representative pictures. Now we need a plan on how to distribute. Any member is encouraged to work with Ann and Jill to make this plan. Would also be helpful to have packages in place for anyone that visits due to this publication. Dawn O'Donnell will help with packages. Dawn moved to make a subcommittee to create packages, to put the article on the website, email blast, and authorize anyone to circulate in any advertising between now and next meeting; motion passes. Clint Hille suggested getting the packages together in time for Summer Concert series advertising, so that the visitors have a full weekend.
5. **Discuss and Consider 10 point plan for marketing new events.** No discussion until next meeting.

## Reports

6. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Brochures are in hand! 5 clips have been decided on from Rick Green video. Jill Schauer working on different projects; she will send creatives to the board for review before being published.
7. **Report on Occupancy Trends.** No report for the month.
8. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Cutting currently being held, even the following weekend, then a playday, then high school finals. All but 2 RV spots reserved for finals, and hotels are full. Looks to be the biggest finals to date. 2 weddings also coming up, hospital gala in September.
9. **Post Event Report from DVS Productions.** Event discussed; numbers were down from what were projected. 2 nights in hotel; 25 rooms each night.
10. **Report from Gonzales Memorial Museum.** No other discussion.
11. **Report from Old Jail Museum.** Total March visitors: 1737
12. **Report from advisory members on Event Development.** No report

13. **Report on Upcoming Events.** James C. Price clean up date April 29<sup>th</sup>; Laurel Ridge Custom Designed private jewelry sale April 29<sup>th</sup>, Spring luncheon April 29<sup>th</sup>, Main Street City Wide yard sale May 6<sup>th</sup> (this won't create overnight stays but hoping it brings traffic into town, spaces available to set up on Confederate Square), Running M Bar & Grill 2<sup>nd</sup> annual Crawfish Boil May 13<sup>th</sup>, Texas Jr High State Finals Rodeo May 22<sup>nd</sup>-May 28<sup>th</sup>.
14. **Financial Report.** Trending at \$223,000 for the year.
15. **Call for new agenda items for the following meeting, by members.** Ann Covert asked to add: Visit Widget, Anne Dollary looking for volunteers to greet rodeo contestants, Clint Hille's report on home and garden shows. Mayor Kacir would like to attract agribusinesses to hold conferences at the expo. Report about Main Street managers convention to be held at the Crystal Theatre next year.
16. **Staff Report.** No further reports.
17. **Set date and time of next regular meeting.** May 11th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Ken Morrow, the meeting was adjourned at 1:15pm

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Holly Danz, Secretary

## Barbara Friedrich

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**From:** Genora Young  
**Sent:** Wednesday, May 03, 2017 2:48 PM  
**To:** Barbara Friedrich  
**Cc:** Sean Lally  
**Subject:** Fwd: 2018 AJR Media Group Proposal  
**Attachments:** image001.jpg; ATT00001.htm; 2018 Advertising PROPOSAL.pdf; ATT00002.htm; 2017 Advertising FINAL PLAN - INCL CONFIRMED CUTBACKS 12-29-16 2.pdf; ATT00003.htm; 2017 Advertising FINAL CONFIRMED PLAN - prior to cutbacks.pdf; ATT00004.htm

B,  
Here's the info from AJR. Sean is CC'd for his review and feedback. I will look at it tonight when I get to the room.  
Thanks!  
Genora

Sent from my iPhone

Begin forwarded message:

**From:** Connie Blair <[Connie@ajrmediagroup.com](mailto:Connie@ajrmediagroup.com)>  
**Date:** May 2, 2017 at 1:28:43 PM CDT  
**To:** "Genora Young ([GYoung@gonzales.texas.gov](mailto:GYoung@gonzales.texas.gov))" <[GYoung@gonzales.texas.gov](mailto:GYoung@gonzales.texas.gov)>  
**Subject:** 2018 AJR Media Group Proposal

Hi Genora,

I have attached a 2018 proposal that comes in at \$6,403.43 less than you are spending this year. As the amount is less overall, I am proposing that you consider a new digital product called "Native Texan" that we have recently launched with great success – please see details below.

**\*\*Also please note that there is limited inventory in banner ads on both [TexasHighways.com](http://TexasHighways.com) and [TourTexas.com](http://TourTexas.com). Both sites have already started selling out for 2018. In past year we have reserved these banner positions for you in May. I have put the proposed months on "hold" for you but the holds will expire at the end of May. Please let me know asap if you would like to continue with the banner space for 2018\*\*.**

- 2018 Proposal = \$43,492.93
- 2017 Final = \$49,896.36
- **2018 proposal vs 2017 actual = \$6,403.43 less**
- Consider adding new "Native Texan" package for 2018 (\$5,150)
- **\$49,092.93 Grand Total proposed for 2018 including new Native Texan Campaign**

If you are able to spend a similar amount to last year, I would highly recommend considering the new "Native Texan" product that we are offering to increase your digital presence. We've generated tremendous results for other destinations recently through this sophisticated, high-impact campaign.

**Native Advertising**

Our new **Native Texan** product offers a unique native advertising opportunity that is not available anywhere else. *Native Texan* harnesses the power of native advertising with the authority of our [TourTexas.com](http://www.tourtexas.com) **third-party voice**. Third-party voices have become increasingly valuable to travelers, campaigns include custom written SEO-optimized articles on your destination (written by our in-house travel writer and approved by you) that drive readers your [TourTexas.com](http://www.tourtexas.com) content plan pages. The articles are promoted on *Premium Publisher sites* and social media channels with *guaranteed click-thrus* at different levels depending on the chosen package.

- Click here to learn more about **Native Texan**  
**Campaigns:** [http://www.ajrmediagroup.com/media\\_kits/Product\\_Partners/IntelliQuest/NativeTexanDetail-opt.pdf](http://www.ajrmediagroup.com/media_kits/Product_Partners/IntelliQuest/NativeTexanDetail-opt.pdf)
- Link to current example of custom written SEO-optimized article: <https://www.tourtexas.com/article/63/12-experiences-you-can-only-have-in-waco-the-heart-of-texas>

I look forward to hearing back from you to answer any questions.

Very best regards,  
Connie.

**Connie Blair**  
Senior Account Executive



**City of Gonzales**  
**AJR Media Group - 2018 PROPOSAL**

Order Date	Publication / Product	Description	Frequency	Issue	Space Deadline	Material Deadlines	Gross Amount	Discounts	Final Net Amount	Comments:
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**TourTexas.com:**

8/3/2016	<a href="http://www.TourTexas.com">www.TourTexas.com</a>	All Inclusive Content Plan	Annual	Oct 1, 2017 through Sept 30, 2018	Aug-2017	Update at any time	\$3,145.00	n/a	\$3,145.00	4 SEO-rich content pages including images, Video, PDF, Web, Social etc.
6/8/2016	<a href="http://www.TourTexas.com">www.TourTexas.com</a>	Medium Rectangle Banner	Monthly	May April 2018	ON HOLD UNTIL MAY 30, 2017	Mar 15, 2018	\$550.00	n/a	\$550.00	Home page exclusive - 4 banners maximum rotate in this position monthly
				June 2018		May 15, 2018	\$550.00	n/a	\$550.00	
				Sept Oct 2018		Sep 15, 2018	\$550.00	n/a	\$550.00	
				Nov 2018		Oct 15, 2018	\$550.00	n/a	\$550.00	

**TxDOT:**

8/3/2016	Texas Highways Magazine (TxDOT publication)	1/3 (V)	Monthly	March 2018	Aug 3, 2017	Jan 3, 2018	\$3,213.00	15% + 10%	\$2,457.95	Qualify for "Umbrella Plan B - 10% discount " by reserving the following space to run within a 12 month period: • 1X Texas State Travel Guide • 4X's Texas Events Calendar • 6X's Texas Highways
				April 2018		Feb 3, 2018	\$3,213.00	15% + 10%	\$2,457.95	
				May 2018		Mar 3, 2018	\$3,213.00	15% + 10%	\$2,457.95	
				June 2018		Apr 3, 2018	\$3,213.00	15% + 10%	\$2,457.95	
				September 2018		Jul 3, 2018	\$3,213.00	15% + 10%	\$2,457.95	
				November 2018		Sep 1, 2018	\$3,213.00	15% + 10%	\$2,457.95	
	Texas Highways Events Calendar (TxDOT publication)	1/3 (V)	Quarterly	Spring 2018	Aug 3, 2017	Nov 22, 2017	\$1,007.00	15% + 10%	\$770.36	Receive an additional 5% discount off the Texas State Travel Guide by reserving space by Aug. 3/17 ("Early Reservation" discount)
				Summer 2018		Feb 28, 2018	\$1,007.00	15% + 10%	\$770.36	
				Fall 2018		May 23, 2018	\$1,007.00	15% + 10%	\$770.36	
				Winter 2018		Aug 23, 2018	\$1,007.00	15% + 10%	\$770.36	
	Texas State Travel Guide (TxDOT publication)	1/3 (V)	Annual	2018 Edition	Aug 3, 2017	Oct 12, 2017	\$7,878.00	5% + 5% + 10%	\$5,725.34	
	6/9/2016	TexasHighways.com (TxDOT website)	Medium Rectangle Banner	Monthly	May 2018	ON HOLD UNTIL MAY 30, 2017	Apr 15, 2018	\$495.00	10%	
Sept 2018					Aug 15, 2018		\$495.00	10%	\$445.50	
Nov 2018					Oct 15, 2018		\$495.00	10%	\$445.50	

**AAA:**

8/3/2016	AAA Texas Journey Magazine	1/3 (V) (Run of Book)	Bi-Monthly	May/June 2018	Aug 3, 2017	Mar 10, 2018	\$7,650.00	45%	\$4,419.00	Reach a huge number of Texas homes with AAA Texas Journey - largest printed circulation in the State delivered to over 1 million Texas households per issue!
				Sep/Oct 2018		Jul 10, 2018	\$7,650.00	45%	\$4,419.00	
				Nov/Dec 2018		Sep 8, 2018	\$7,650.00	45%	\$4,419.00	

**GRAND TOTAL: \$43,492.93**

2018 Proposal = \$43,492.93

2017 Final = \$49,896.36

2018 proposal vs 2017 actual = \$6,403.43 less

\*Consider adding new "Native Texan" package for 2018 (\$5,150)

\$49,092.93 Grand Total for 2018 including new Native Texan Campaign



AJR Media Group • Connie Blair  
512-524-0750 • connie@ajrmediagroup.com



## Native Texan Campaign

According to AdWeek, third-party sources garner more attention to and respect for your content. For decades, TourTexas.com has been a trusted third-party source to millions of Texas travelers. Now we are taking it a step further in our "Native Texan" campaign, which utilizes our authority as a travel resource and the power of native and social promotion to complement your digital marketing efforts.

### NATIVE TEXAN CAMPAIGNS INCLUDE:

- 👉 Guaranteed Clicks
- 🔄 Exposure on Premium Publisher sites
- 👍 Social promotion
- ★ Expanded visibility on the TourTexas.com homepage (for new content)
- 📖 Inclusion in the TourTexas.com Articles library (for new content)
- 📍 Reader access to all YOUR points of engagement: Brochures, Videos, Facebook, Pinterest, Twitter, Instagram, Newsletter sign-up, Website, App Download, Booking, Ticket Purchasing, Content Pages



## What are my options?

### **CAMPAIGN A:** \$7050

#### **Guaranteed 3,500 clicks**

Native Ad 1: Utilizes your Things to Do page on TourTexas.com

Native Ad 2: Linked to a custom

SEO-optimized article that will:

- Provide referrals to your content pages
- Will live in the Articles section of TourTexas.com and on your content pages

### **CAMPAIGN B:** \$5150

#### **Guaranteed 2,500 clicks**

Native Ad: Linked to a custom SEO-optimized article that will:

- Provide referrals to your content pages
- Be listed in the Articles section of TourTexas.com and on your content pages

### **CAMPAIGN C:** \$3950

#### **Guaranteed 2,500 clicks**

Native Ad: Utilizes your Top Things To Do page on TourTexas.com

## Where will my ad appear?

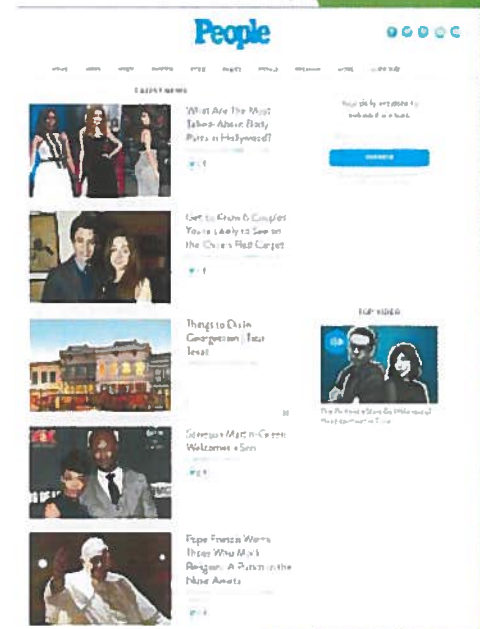
- 1. Premium Publisher Sites - the following are samples of how your ad might appear.



Mobile



Tablet



Desktop

## Where will my ad appear?

- 2. Social Media - the following are samples of how your ad might appear.



**Things to Do in Georgetown, Texas**  
Most Beautiful Town Square in Texas  
This welcoming community just 30 miles north...

[Learn More](#)

[tourtexas.com/destinations/Georgetown-things-to-do](https://www.facebook.com/TourTexas)  
Sponsored

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.



**Things to Do in Georgetown, Texas**  
Most Beautiful Town Square in Texas

[Learn More](#)



562 Comments 111 Shares



Like

Comment

Share

<https://www.facebook.com/TourTexas>  
Sponsored

[Like Page](#)

This welcoming community just 30 miles north of Austin is a popular destination for travelers due to its beautiful courthouse square that is full of distinct shops and restaurants, a recreational lake, a spectacular cavern, and much more.



**Things to Do in Georgetown, Texas**  
Most Beautiful Town Square in Texas

[Learn More](#)



562 Comments 111 Shares



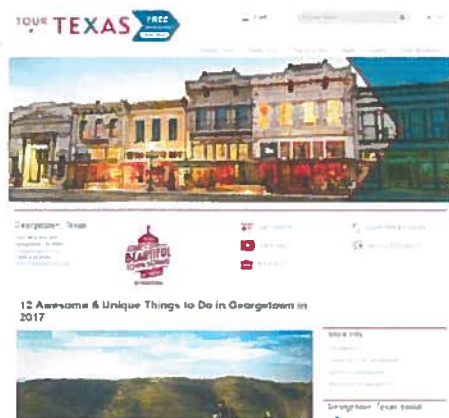
Like

Comment

Share

## What does my ad link to?

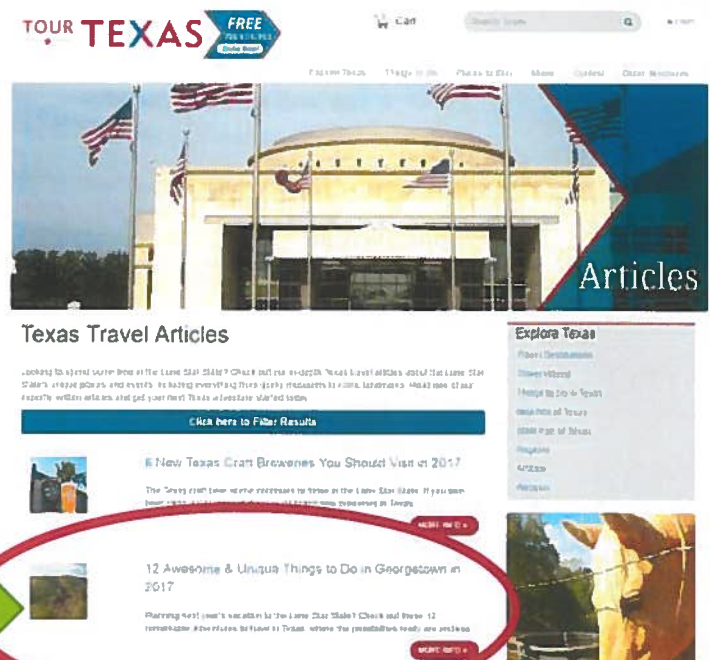
- ▶ Depending on which campaign you choose, your ad will link to either your Things to Do page on TourTexas.com



- ◀ and/or to a custom, Search Engine Optimized article - written by us and approved by you!

## Where will my content live?

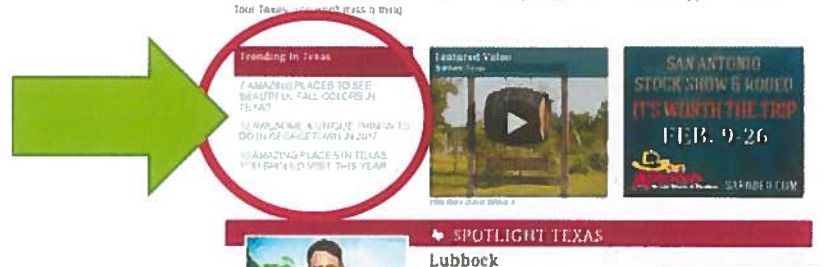
- 1. In the articles section of TourTexas.com





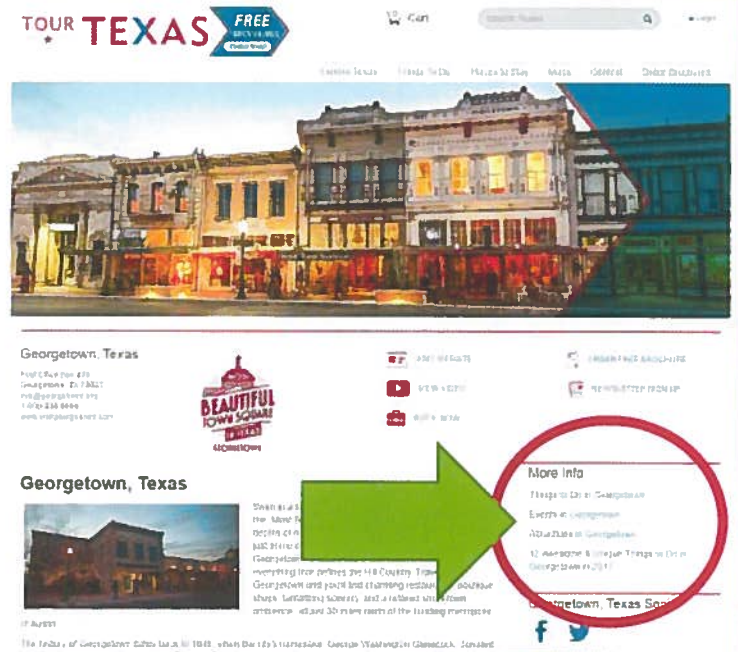
## Where will my content live?

- ▶ 2. In rotation in the Trending in Texas box on the homepage of TourTexas.com
  - ▶ Note that your article will remain in rotation as long as it is not outdated information and still “trending”, which is determined by clicks to view your article



## Where will my content live?

- 3. In the list of your content on your TourTexas.com pages



## What makes this different than regular Native advertising?

The basics of the Native Texan program are the same as a traditional Native advertising campaign.

Ads are placed on publisher websites promoting and linking to content (generally a story or article) on another site. The ads follow the natural form and function of the publisher site, so as not to disrupt the user experience.

## With the Native Texan program it's the extra's that make it special:

- ▶ 3<sup>rd</sup> party voice - with more than 2 decades in the digital content and advertising space, TourTexas has established itself as an expert on Texas travel and it's reputation is recognized by both Google (in organic search returns) and Texas travelers.
- ▶ Multiple added exposure points across TourTexas - homepage, articles page & your content pages.
- ▶ Your story or article lives on TourTexas as an additional content page, as long as the content doesn't expire.
- ▶ Links to all your additional points of engagement - social, website, video, newsletter, etc.
- ▶ Reporting appears directly in your TourTexas statistics and can be accessed and progress monitored 24/7 by you.



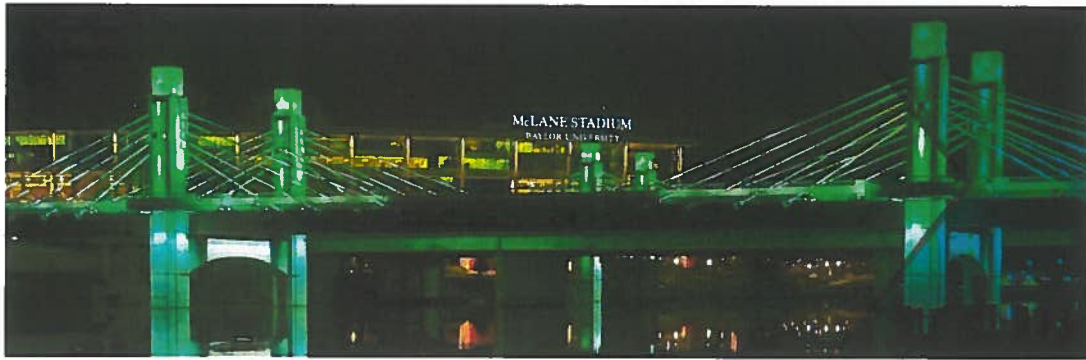
## What if I prefer a traditional native campaign?

IntelliQuest offers traditional native and other programmatic campaigns as well. Traditional campaigns mostly differ in the following ways:

- ▶ Ads link to content on your own site.
- ▶ Slightly higher minimum investment required - with different results and KPI's measured.
- ▶ More in-depth reporting.
- ▶ Creation of a database generated from knowledge gleaned from engagement with your ad and your content. The database can then be utilized in future programmatic efforts as a retargeting tool, eliminating the need to “start from scratch” with each future campaign.
- ▶ More detailed targeting options.



IntelliQuest



## Waco, Texas

P.O. Box 2570  
Waco, TX 76702  
visitus@wacoheartof texas.com  
1-800-WACO-FUN  
wacoheartoftexas.com/



## 12 Experiences You Can Have Only in Waco, the Heart of Texas



By James Waterson

What's the first thing that comes to mind when you think of Waco? If your mental checklist includes Baylor University or a certain home renovating TV show couple, that would be understandable. But then you'd be missing the larger picture of what makes Waco a first-rate destination. A thriving arts scene, one-of-a-kind shopping centers, a staggering array of dining options, a wealth of ways to enjoy the outdoors, and attractions like those a big city would be proud of can be found in Waco. Surrounded by all the natural beauty of central Texas and home to two picturesque rivers, Waco is a treat for all senses.

So, what are you waiting for? Read on to discover a few of the remarkable experiences that await in Waco, the Heart of Texas.

*Tour Texas Tip: Consider taking the Classic Waco Tour, given by Waco-Tours, when you first get to Waco. Spanning 2.5 hours, the tour takes you to Waco's top attractions (such as Baylor University, Cameron Park, and through historic neighborhoods) and is a great way to get acquainted with the city.*



Magnolia Market

## Visit Magnolia Market

Unless you've been living under a rock the last few years, you've probably heard of famed home remodelers and stars of HGTV's *Fixer Upper* Chip and Joanna Gaines. If you're a fan of the show, a stop by Magnolia Market should be an essential part of your trip to Waco. Nestled at the base of two historic silos, Magnolia Market is a veritable home décor wonderland. Shop for fetching accent pieces and wall decorations, rustic kitchenware, candles, and much more.

While the collection is extensive, you're not done yet. Check out all the Magnolia-branded apparel, garden supplies, and even jewelry, all with that farmhouse aesthetic the Gaineses are known for. When you're done shopping, hang out on the lawn and enjoy some sunshine and get something tasty from one of the on-site food trucks before following that up with a crave-worthy confection at Silos Baking Co. Go on, you've earned it.

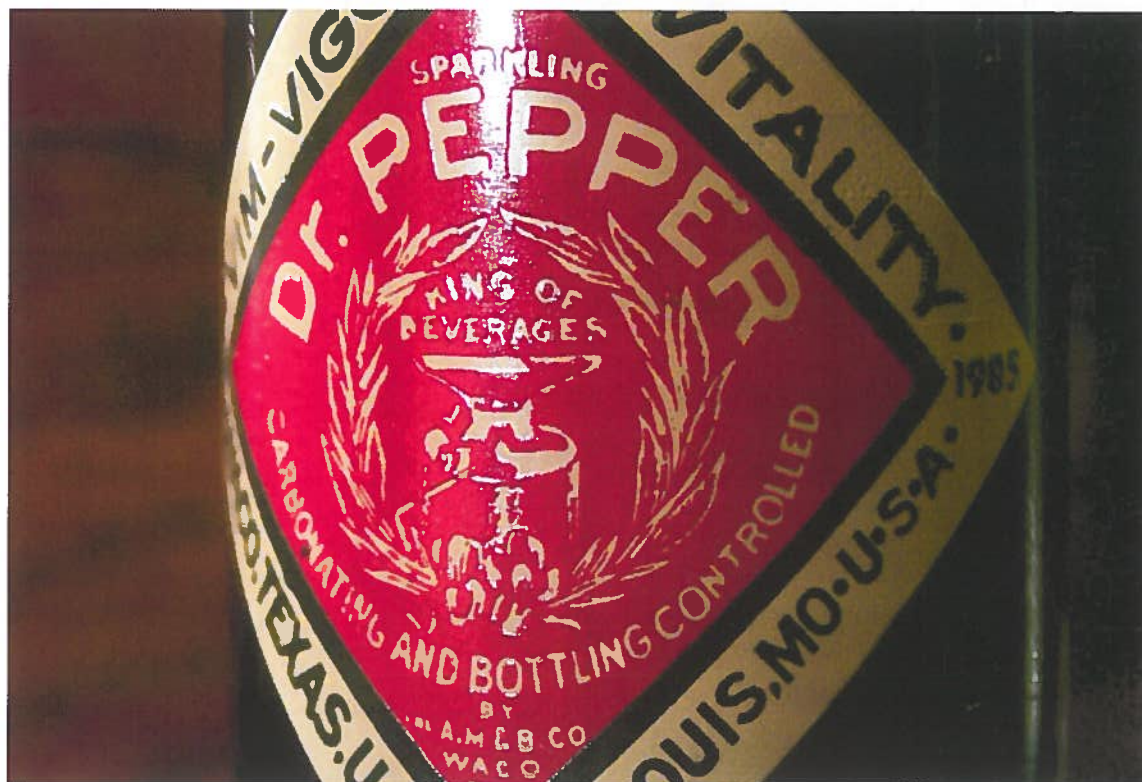


*Balcones Distilling*

### Enjoy a Taste of Texas

Whether you're a craft beer drinker, wine lover, or fan of the hard stuff, you'll find something local to tickle your taste buds with in Waco. If you prefer beer, the taproom at Bare Arms Brewing is the place to be. Fill your pint glass with one of Bare Arms' year-round brews like the light-bodied American-style lager Lux or the dark and brooding Java Joule coffee stout, or try one of the seasonal offerings.

For wines red and white, settle in to the tasting rooms at Waco's two wineries: Valley Mills Vineyards and Waco Winery & Vineyards. Not one to leave a style of beverage unrepresented, Waco is also home to Balcones Distilling, makers of award-winning bourbons, rums, and whiskeys. You'll need to reserve your spot on a tour in advance to visit the distillery. Not only will you get a behind-the-scenes look at the distillery and the distilling process, you'll sample several spirits and leave with a souvenir tasting glass.

*Dr Pepper Museum*

### **Tour a True Texas Icon**

Sugary sweet and delightfully carbonated, Dr Pepper is not only a Waco original but a symbol of everything Texan. See where the magic has happened for more than 100 years at the Dr Pepper Museum located within a historic 1906 bottling building in downtown Waco. Explore the three-story museum and you'll learn about Dr Pepper's inventor, Dr. Charles Alderton, listen to radio broadcasts and commercials from the 1930's, and get an up-close look at a 1924 pickup truck. The third floor is dedicated to W.W. Footh Clements, the former executive who helped turn Dr Pepper into a global soft drink. You'll probably be feeling pretty parched by the end of your tour. Quench your thirst with a tall cool glass of Dr Pepper at Frosty's Soda Shop in the new East Wing Building. After all, there's nothing like an ice-cold Dr Pepper on a hot day in Texas.



*Waco Mammoth National Monument*

### **Marvel at Massive Mammoths**

Tens of thousands of years ago, herds of enormous mammoths and predators like sabretooth tigers roamed the verdant hills of what we now know as Waco. Although these animals went extinct long ago, they can still be seen at the Waco Mammoth National Monument. Take the guided tour and walk the elevated pathway above a dig site to see the remains of six Columbian mammoths, a relative of the Asian elephant known to grow up to 14 feet tall. Along the way, you'll learn a thing or two about these majestic creatures, the history of the site, and the other animals found in the area.





*BlueSky Helicopter Tours*

### **Soar Above Waco on a Helicopter Tour**

Waco's abundance of things to see are more than you can fit into a single day unless you take to the skies with BlueSky Helicopter Tours. Lift off on the 10-minute scenic city tour and you'll enjoy unparalleled views of the Brazos and Bosque Rivers, Baylor University's campus, and 19th-century bridges. Should you want to see more of Waco from above, there are other excursions. Opt for the Lake Waco Tour to get a bird's-eye view of the lake, admire a vibrant Texas sunset from the sky with your sweetheart, or see Waco through a set of night vision goggles on the Night Tour. Regardless of which tour you choose, you'll have a high-flying adventure you won't forget.

*Cameron Park Zoo*

### **Say “Howdy” to Exotic Critters**

Get an up-close look at leaping monkeys, graceful giraffes, majestic bald eagles, and creatures exotic and native at Waco's Cameron Park Zoo. Situated on 52 acres of wooded terrain minutes away from downtown Waco, the zoo showcases hundreds of animals from around the world. Your journey starts at Gibbon Island and takes you past a range of other habitats home to such animals as, orangutans, capybara, cougars, jaguars, elephants, lions, tigers, rhinoceros, and komodo dragons. Along the way, stop by the Plaza Café (open year-round) or the Treetops Café (closed for winter) for a cool drink and something to eat. The zoo isn't the only place to see wild animals. Visit the Bear Habitat on the campus of Baylor University to see its two esteemed residents: North American black bears named Judge Joy Reynolds and Judge Sue Sloan.





*Waco's Silo District Trolley*

### **Ride in an Old-Fashioned Trolley**

While the list of ways to explore Waco is endless, none match the charm of the Silo District Trolley. Hop aboard the *free* trolley, listen to the driver talk about the sights, and admire the picturesque downtown area as you ride from one area of interest to another. The route takes you past such attractions as the Magnolia Market, The Findery, Balcones Distilling, the Waco Hippodrome, and the Chowtown Food Truck Park, making it easy to tour the downtown area. So whether you're looking to indulge your inner interior design geek, shop your heart out, or simply see the sights, hop aboard the Silo District Trolley.



*Waco Downtown Farmers Market*

## Explore the Waco Downtown Cultural District

Browse art galleries, admire massive colorful murals, shop at boutique clothing and home furnishings stores, and savor a taste of locally sourced cuisine at a one-of-a-kind restaurant. These and many more experiences await in the Waco Downtown Cultural District, a hip and happening hotspot that spans both sides of the Brazos River. Stroll along quaint two-lane streets and avenues as you take in the beautifully restored 19th-century architecture, or explore the area on the bike trails and lanes. If you're in the downtown area on any given Saturday, head over to the McLennan County Courthouse for the Waco Downtown Farmers Market. Browse the selection of locally grown produce and art while enjoying a thirst-quenching drink and something tasty to munch on. Art, food, shopping, and more all await in the Waco Downtown Cultural District, an essential place to explore when you visit Waco.



*Boating at Lake Waco*

## Get Outdoors

Waco's pristine rivers and breathtaking natural beauty provide much more than a scenic backdrop. In fact, you could base an entire stay in Waco on playing outdoors. Explore the Bosque and Brazos rivers by kayak for stunning views of verdant parks and Waco's historic bridges. While you're out there, try your luck at catching a catfish, largemouth and white bass, and crappie known to live here in abundance.

Another way to see these rivers is by strolling or jogging the Waco Riverwalk, a paved route that follows the Brazos from Baylor University's Ferrell Center to Cameron Park. The sprawling Lake Waco just to the west of downtown offers a staggering array of things to do outdoors. Hike the secluded trails at Lake Waco Wetlands and the Lake Waco Dam or go fishing, boating, and swimming at the five parks perched on Lake Waco's shoreline.

Speaking of swimming, Lake Waco isn't the only game in town. Add some thrills to your spills at Hawaiian Falls Waco Water Park. Body surf and swim in the large wave pool, get an adrenaline rush on the six-story Tempest Tower and the other rides and slides, and float along the 800-foot-long lazy river.

No matter how you enjoy spending time outdoors, Waco has you covered.





Waco's Health Camp

### Savor Waco's Dynamic Dining Scene

Juicy steaks, savory brisket, succulent grass-fed burgers, and divine cupcakes. Is your mouth watering yet? With its diverse menu of locally owned restaurants, Waco is a bona fide destination for foodies. Yet among its many coffee shops and restaurants, there are numerous one-of-a-kind places worth checking out. Eclectic eats abound at places like the Chowtown Food Truck Park, a purpose-built diner's den home to five food trucks that sits on the banks of the Brazos River.

Meanwhile, juicy burgers and sugary sweet shakes and malts are on the menu at the Health Camp, an old-fashioned diner with plenty of vintage charm that first opened its doors in 1948. Starving? Order the awesomely appetizing Gut Pak at Vitek's Barbecue, a stomach-stuffing mix of Fritos corn chips, cheese, chopped brisket, sausage, onions, jalapenos, and more, covered with barbecue sauce.

For a culinary trip to New Orleans, sink your teeth into the Cajun fare at Buzzard Billy's Bar & Grill. Find a spot on the deck overlooking the Brazos River and work on a bowl of chicken and andouille sausage gumbo or some blackened catfish as you take in a gorgeous Waco sunset.

Enjoy your food with a hearty helping of sunshine, then walk the Waco Riverwalk and take in the view from the nearby Washington Avenue Bridge or the Waco Suspension Bridge.

*Spice Village*

## Shop Until You Drop

You name it and you'll probably find it in Waco. Antiques, art, boutique clothing, and home décor shops abound, giving you plenty of unique things to shop for. Head to The Findery for distinctly Texan farmhouse furnishings, soaps, candles, towels, and just about anything else you need for your home. Then do some serious shopping in Spice Village, a collection of 90 eclectic shops stocked with a spectacular array of amazing accessories, luscious luxuries, and other fantastic finds. Located within the historic 1908 Waco Hardware building in the downtown area, Spice Village is a destination unto itself.

Although The Findery and Spice Village have more than enough to keep you busy for a while, there are even more places to shop. Big-name stores like Bed, Bath & Beyond, James Avery, Gap, and JC Penney reside along with a range of dining options at the Central Texas MarketPlace and in Richland Mall. For a full idea of just how much shopping Waco has to offer, check out this list of stores.



*The Waco Hippodrome Theatre*

### See First-Rate Theater

The Waco Hippodrome Theatre, built in 1914, is your source for first run and classic films along with live music, comedy and theater. The Hippodrome is also home to Waco's most unique dining experience - boasting full service in-theater dining and a mezzanine level restaurant and bar overlooking historic Austin Avenue. You can also catch Waco thespians performing at Baylor University, McLennan Community College, Waco Civic Theatre, and Jubilee Theatre. For improv comedy, dinner theater, and a slew of off-the-wall shows, check out a performance by the Brazos Theatre Group.

Remarkably, all of this just scratches the surface of how you can create your own adventure in Waco. Visit Waco's website.

*About the Author: James Waterson is the head writer and content specialist for Tour Texas. When he isn't writing about the many great places in the state of Texas, he's planning his next epic adventure in the Lone Star State.*

#### CONTACT INFORMATION



Waco, Texas

P.O. Box 2570  
Waco, TX 76702  
1-800-WACO-FUN  
wacoheartoftexas.com/





STATE OF TEXAS       §  
                                  §  
COUNTY OF GONZALES §

KNOW ALL MEN BY THESE PRESENT:

**VISITOR CENTER AND TOURISM AGREEMENT**

This Agreement made this the 13th day of April, 2017, by and between the City of Gonzales, Texas, a municipal corporation of Gonzales County, Texas, and the Gonzales Chamber of Commerce and Visitor Center.

**I.**

The City of Gonzales, Texas, by authority of powers granted to it under state statutes and its Home Rule Charter has heretofore enacted a local hotel occupancy tax on occupants of hotels within the City of Gonzales.

**II.**

As part of its obligation under state statutes primarily Texas Tax Code, Section 351.101 to use local hotel occupancy tax funds for attracting and promoting tourism and the convention and hotel industry, the City of Gonzales hereby agrees to pay the Chamber of Commerce and Visitor Center \$20,000.00 annually of the money actually received by the City from the local hotel occupancy tax as collected, in consideration for the Chamber of Commerce and Visitor Center for promoting tourism for the visitor market from which the City of Gonzales derives direct tourist income benefit. The amount funded in the current 2016-2017 fiscal year to date as of April 13th is reflected at \$5,000.00. The City of Gonzales hereby agrees to pay the balance remaining in funding due to the Chamber of Commerce and Visitor Center in an amount of \$15,000.00 to fully fund the budget obligation of \$20,000.00 for the 2016-2017 budget year.

The Chamber of Commerce and Visitor Center agrees that any local hotel occupancy tax funds paid to it by the City of Gonzales shall be used only in the following specific areas:

- (1) The furnishing of facilities, personal, and materials for tourists and visitors.
- (2) Conducting solicitations to attract tourists and convention delegates or registrants to the municipality or its vicinity; or
- (3) Conducting solicitations to encourage tourists and convention delegates to visit preserved historic sites or museums.

The Chamber of Commerce and Visitor Center agrees to conduct a continuing program of promotion for the purpose of attracting visitors, tourists, and conventions to the local area and to the City of Gonzales by distributing brochures and community information packets, and by



participating with state and regional agencies in tourist development programs of benefit to the local area and to the City of Gonzales, to increase the traveling public's awareness of the resort and recreational advantages of the local area and the City of Gonzales.

The Chamber of Commerce and Visitor Center further agrees that it will seek to achieve economic benefit for the City of Gonzales through all of such activities, and that it will provide tourist-related information about the City of Gonzales upon request, and that it will serve as an advisory body to the City in matters related to expanding the tourist-derived economy.

### III.

It is further agreed that the Chamber of Commerce and Visitors Center shall provide quarterly to the City of Gonzales a visitor count as provided to the State of Texas, a report of the number of tours facilitated including the date of the tour, number of tourist attending, organization or group name, tourist attractions visited, any additional tourist information and the city from which the tour originated, lead sheets reflective of requested information on Gonzales and the number of Visitor/Tourist packets mailed out and the city the packet was mailed to.

The Chamber of Commerce and Visitors Center agrees that it shall be open for operation seven (7) days a week as follows:

- Monday through Friday 8:00 a.m. to 5:00 p.m.
- Saturday from 9:00 a.m. to 4:00 p.m.
- Sunday from 1:00 pm - 4:00 pm *adex*

**Holidays which are included in the Opening Schedule are:**

- Texas Independence Day
- Memorial Day
- July 4th
- Labor Day
- Veterans Day

**Holidays Approved for Closure:**

- MLK Day
- President's Day
- Columbus Day,
- Good Friday
- Easter Sunday
- Thanksgiving Day
- Christmas Eve

- Christmas Day
- New Year's Day

The Chamber of Commerce and Visitor Center shall endeavor to secure sufficient numbers of employees/volunteers to accomplish the Holiday Schedule named in this Agreement. However, it is agreed that the Mayor and City of Gonzales CVB will aid in providing volunteers for open holidays on an as needed basis to accomplish this Agreement. The Chamber of Commerce and Visitor Center shall further provide such office space, equipment, supplies and other materials as may be necessary to accomplish the purposes of this Agreement.

It is further agreed, the City of Gonzales CVB does not require Chamber of Commerce employees to work the Holidays named in the Opening Schedule, but is agreeing to trained volunteers and/or contracted employees/part time employees who are qualified to staff the Chamber of Commerce and Visitor Center during the holiday schedule as it does for the weekend schedule.

#### IV.

The Chamber of Commerce and Visitor Center shall provide to the City, prior to obtaining any local hotel occupancy tax funds, a proposed budget for allocated funds for the upcoming year, said budget to be approved by the City Council in writing in advance of the release of any local hotel occupancy tax funds. It is understood and agreed by and between the parties that upon budget approval by the municipality, a fiduciary duty is created in the Chamber of Commerce and Visitor Center with respect to the expenditures of revenue provided. The Gonzales Chamber of Commerce shall submit a report quarterly for reimbursement of funds for services to the City of Gonzales Finance Director. The City of Gonzales commits to reimburse the Gonzales Chamber of Commerce for all approvable expenses up to the full amount of this contract within ten (10) business days from the date the complete documentation is received requesting reimbursement of funds.

Thereafter, the Chamber of Commerce and Visitor Center shall provide to the City, Council annual reports of the activities that are conducted to benefit the City of Gonzales, as well as an annual listing of expenditures made from revenue from the local hotel occupancy tax. (you are already providing the aforementioned documentation for reimbursement.) It is further agreed by the Chamber of Commerce and Visitor Center that it requests all payments be made as a reimbursement; therefore, the revenue is not required to be held in a separate account established for that purpose.

The Chamber of Commerce and Visitor Center shall maintain complete and accurate financial records of each expenditure of local hotel occupancy tax revenue. The financial records are limited to the documentation required for qualified reimbursement funding. Reimbursement funding does not require financial statements, balance sheets or profit and loss statements.

#### V.

OK  
Sept 30, 2017. This Agreement shall begin the 13th day of April, 2017, and shall continue in force through DOCK  
Annually each year. However, either the City or the Chamber of Commerce and Visitor Center shall, upon affording proper written notice in the matter herein below provided, have the option to terminate this Agreement at any time within thirty (30) days after giving such notice. And Renew  
DOCK

#### **VI.**

Any notice necessary or appropriate relative to the Agreement shall be effective when deposited in the United States mails, either certified or registered mail, postage prepaid and addressed to the City of Gonzales, City Hall, P.O. Box 547, Gonzales, Texas 7869 or to the Gonzales Chamber of Commerce and Visitor Center, P.O. Box 134, Gonzales, Texas 78629.

#### **VII.**

No part of this Agreement may be assigned or delegated without the prior written consent of the other party, and any attempted assignment of benefits or rights or delegation of duties or obligations shall be a breach of the Agreement. However, nothing in this Agreement shall prohibit the Chamber of Commerce and Visitor Center from participating with regional or state tourism programs or to contract for joint promotion with other agencies.

#### **VIII.**

This Agreement shall be subject to the laws and statutes of the State of Texas.

#### **IX.**

### **INDEMNITY CLAUSE**

The Chamber of Commerce and Visitor Center agrees to and shall indemnify and hold harmless and defend the City of Gonzales, Texas, its officers, agents, and employees from any and all claims, losses, causes of action and damages, suits, and liability of every kind including all expenses of litigation, court costs, and attorney fees, for injury to or death to any person, or for damage to any property, arising from or in connection with the operations of the Gonzales Chamber of Commerce and Visitor Center, its officers, agents and employees carried out in furtherance of this Agreement.

The City of Gonzales agrees to and shall indemnify and hold harmless and defend the Gonzales Chamber of Commerce and Visitor Center, its officers, agents, and employees from any and all claims, losses, causes of action and damages, suits, and liability of every kind including all expenses of litigation, court costs, and attorney fees, for injury to or death to any person, or for damage to any property, arising from or in connection with the operations of the Gonzales Chamber of Commerce and Visitor Center, its officers, agents and employees carried out in furtherance of this agreement.

#### **X.**

The City Finance Director shall remit payments quarterly within 10 business days of submission of quarterly reports to the Chamber of Commerce and Visitor Center. The remaining balance of

the \$20,000.00 committed to in the 2016-2017 budget year effective April 13th, 2017 is reported as \$15,000.00, respectively. This funding will be funded from the local hotel occupancy tax collected for the remaining budget year by the City for the term of this contract.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date and year first above written.

CITY OF GONZALES, TEXAS

By: \_\_\_\_\_  
Connie Kacir, Mayor

~~Attest:~~ CK

\_\_\_\_\_  
Sean P. Lally, City Manager

Kristina Vega, City Secretary - Attest

GONZALES CHAMBER OF COMMERCE

Attest: \_\_\_\_\_

By: \_\_\_\_\_

Daisy Scheske, Executive Director  
Chamber of Commerce

Attest:



## Texas Main Street Professional Development 2017 for program managers and volunteers **BID TO HOST**

**CITY NAME** \_\_\_\_\_

This is the bid form to host 2017 Main Street training/professional development. You may select and bid upon any or all of the selected weeks as follows.

- ☐ June 6-9, 2017
- ☐ June 13-16, 2017
- ☐ June 20-23, 2017
- ☐ June 27-30, 2017
- ☐ We can accommodate ALL of the suggested dates and do not have a preference

The week is as follows:

- Tuesday (8 am to 5 pm) and Wednesday (8 am to noon): New manager training
- Wednesday (beginning 1:00 pm) to Friday noon: Professional development for all Managers. This will include a special event to honor National Accreditation.

*Notes:*

- *The site for the first new manager training is already selected: Georgetown, Jan. 24-25, 2017.*
- *National Accreditation (based on your annual 10 Criteria report) will be recognized at the national Main Street Now conference in Pittsburg, Pa. May 1-3, 2017. You will receive a certificate of accomplishment from the national center after that. By then, we will have sent you a state certificate and letter of recognition. During June professional development, we will still hold a traditional special event for recognition.*

To submit a bid, please email the proposal to our office so that we receive it by 5 p.m. on **Friday, Dec. 2**. Address to Debra Drescher, State Coordinator, Texas Main Street Program (please contact us to confirm it arrived).

**To email:**

[debra.drescher@thc.texas.gov](mailto:debra.drescher@thc.texas.gov)

**Address for regular mail:**

Texas Main Street Center  
Texas Historical Commission  
Texas Main Street Program  
P. O. Box 12276  
Austin, TX 78711-2276

**For hand delivery (UPS, FedEx etc.):**

Texas Main Street Center  
Texas Historical Commission  
Texas Main Street Program  
1304 Colorado  
Austin, Texas 78701

## SCHEDULE

*Note: New manager training averages 22 people; professional development/all manager averages 70+ people and the evening or extra-cost events averages 53 people per event. Between \$30,000 and \$35,000 is generally spent locally by the attendee group in support of the local economy, while the estimated cost to host is usually just a few thousand dollars.*

<b>NEW MANAGER TRAINING AND ALL-MANAGER PROFESSIONAL DEVELOPMENT</b>				
	<b>Host provides</b>			
<b>Tuesday:</b> New manager training 8:00 a.m. to 5 p.m. (set up at 7 a.m.)	Meeting space (up to 25 people)	Morning pastries, coffee/refreshments for new managers	Mid-morning and afternoon break	Optional small-group evening activity (can be an extra fee or pay-on-your-own to cover costs)
<b>Wednesday,</b> New manager training until noon  All manager professional development begins at 1:30 p.m.	Meeting space (75 people)	Morning pastries, coffee/refreshments for new managers	Mid-morning and afternoon break	Optional evening activity (can be an extra fee or pay-on-your-own to cover costs)
<b>Thursday</b>	Meeting space (75 people)	Morning pastries, coffee/refreshments	Mid-morning and afternoon break	Optional evening activity
<b>Friday</b>	Meeting space (75 people)	Morning pastries, coffee/refreshments	N/A (adjourn at noon)	N/A (adjourn at noon)

*All content for New Manager training is done by Texas Main Street staff. Content and special activities are planned through partnership of local host and state staff.*

## WHAT YOU PROVIDE

- A hotel/motel(s) with 15-20 rooms for Monday and Tuesday nights; 60–70 rooms for Wed./Thurs. nights
- Meeting Room space (historic site downtown highly preferred)
- Morning continental breakfast all four days (can be minimal if host hotels have complimentary breakfasts for guests); mid-morning and afternoon breaks for each day.
- Occasionally, past trainings have included a 'field trip' to another Main Street city that the host city partners with. Providing transportation can be considered and travel should be minimal/close by. Travel by individual cars/carpooling OK.

- If you have evening events, sponsors or the host organization should cover costs. A fee can be charged to managers to cover costs that include a meal. This must be determined prior to when the Texas Main Street office sends out the registration form.
- If outside speakers, consultants etc. are brought in, it is expected that the local host will cover at least part of these costs in partnership with the TMSP.

### BID TO HOST

- Host City:
- Partnering Cities, if applicable : \_\_\_\_\_
- Lodging:  
(include address and phone number, number of rooms available in each facility)  
Room Rate      Single      Double
- Designated Main Street community since (year) \_\_\_\_\_
- Did you receive National Accreditation last year? ☐ Yes ☐ No

Are you current on the last 12 months of reporting (monthly, quarterly reinvestments, Ten Criteria submission, etc.)? ☐ Yes ☐ No

*Although National Accreditation will have been announced by this time at the national Main Street Now conference, we will have a special event during June professional development to recognize these accomplishments. Please consider a special venue and/or activity for this and describe here. \_\_\_\_\_*

### CONTENT

Please attach a draft agenda/schedule with the following:

- Suggested themes/topics
- Possible sessions/speakers
- Evening events
- Meeting facility/facilities (names and addresses)

Will transportation be provided to any off-site events? (if transportation is necessary)

☐ Yes ☐ No ☐ Not necessary

(Note: we do not expect you to provide transportation unless readily available. Attendees can drive on their own as needed.)

If yes, explain: \_\_\_\_\_

**ADDITIONAL INFORMATION** (optional): \_\_\_\_\_

*When emailing the bid, please save the document with your city name in the file name.*

*Thank you!*



**New Texas Main Street Manager Training** will be held in San Angelo, TX June 13-14, 2017. All new managers are required to attend this training.

**Texas Main Street All Manager Professional Development Series 2017** will be held in San Angelo, Texas, June 14 - June 16, 2017. Texas Main Street managers are provided training as part of their participation in the Texas Main Street Program.

Training is open to committee and/or board members as well as managers.

Please Note:

- There is a \$37 charge for the All Manager Professional Development, so that we are able to bring in Jon Schallert.
- Trolleys will be available at our locations to transfer attendees to and from sessions and activities, but parking is available as well.

Click here to download the [AGENDA](#).

There is a block of rooms reserved at the **Clarion Hotel** at \$69 per night. Please mention Texas Main Street when a reserving room.

Contact Information for **Clarion Hotel**: 441 Rio Concho Dr., San Angelo, TX 76903, 325-658-2828



For more information contact [Kimberly Klein](#) at 512.463.6092.

## **REGISTER FOR TRAINING**

### **Optional Events and Activities**

There is a CLG Meeting (that is concurrent with New Manager Training) - June 14 from 9 to 11 a.m. at the San Angelo Museum of Fine Arts

Ms. Hattie's Reception (cash bar) - June 15 from 5:15 - 7:15 p.m.

Downtown Stroll - June 15, 5 - 9 p.m.

 [Print this page](#)

 [Tell a friend](#)

***SAN ANGELO! DOWNHOME! UPTOWN! GOOD TIMES!***  
**TEXAS MAIN STREET SUMMER 2017 PROFESSIONAL DEVELOPMENT**

**Designed for Main Street Managers and Board Members**

**June 14-16, 2017**

**San Angelo, Texas**

**Tuesday, June 13, 2017**

**San Angelo Museum of Fine Arts, 1 Love Street**

**8:00 AM – 5:00 PM**

**New Manager Training**

Training required for all new managers. Experienced managers and board members are welcome to join.

**Wednesday, June 14, 2017**

**San Angelo Museum of Fine Arts, 1 Love Street**

**8:00 – 12:00 PM**

**New Manager Training (cont.)**

**Wednesday, June 14, 2017**

**San Angelo Museum of Fine Arts, 1 Love Street**

**9:00 – 11:00 AM**

**Certified Local Government (optional)**

*Madeline Clites, CLG*

*Laura Camayd, CLG*

The CLG Program invites you to deepen your understanding of preservation at the local level, especially the duties of the Historic Preservation Officer. This training will discuss how CLG Program staff can help you with your local preservation challenges, including how the CLG grant program works. Attendees will also learn about different review procedures, how to prepare a staff report for the commission, and how best to tackle challenging but common design issues.

**Noon**

**Registration desk open**

**1:30 - 2:15 PM**

**Welcome and Introductions**

Call to order and welcome:

*Del Velasquez, San Angelo Main Street Manager*

*Mayor, City of San Angelo (Elections on May 6)*

*Mark Wolfe and Brad Patterson, THC (TBD)*

Introduction of New Managers: *Debra Drescher, State Coordinator, Texas Main Street Program, THC*

**2:15 – 3:15 PM**

**San Angelo Overview**

*Del Velasquez, San Angelo Main Street Manager*

## TEXAS HISTORICAL COMMISSION

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Update on upcoming projects as well as signature downtown events.

3:15 – 3:30 PM

**Break**

3:30 – 5:00 PM

**Creating an Arts District**

*Howard Taylor, San Angelo Museum of Fine Arts Director*

Interweaving of critical changes and enhancements at the forefront in downtown revitalization. Topics will include the need for downtown to engage in forming a more robust entrepreneurship ecosystem that encourages a strong local entrepreneurial environment; understanding the marketplace and community attributes conducive to attracting key demographic groups.

5:15 – 7:15 PM

**Ms. Hattie's Reception** (optional event)

Reception at Ms. Hattie's Café & Saloon Restaurant and tours of Ms. Hattie's Bordello Museum. Also the Concho Cowboy Company will be setting up an Old Town.

-----  
**Thursday, June 15, 2017**

**Fort Concho, 630 South Oaks Street**

7:45 – 8:15 AM

**Coffee and Refreshments**

8:15 – 12:00 PM

**Destination Train the Trainer**

*Jon Schallert*

Designed to teach a Main Street Director and a Main Street Board how best to roll out Schallert's 14-point Destination Business Strategy to their downtown district, and best help the downtown business owners become Destination Businesses. Leaders will be able to speak a different language with their downtown business owners, and give them guidance and assistance that they've never been able to give before. This new curriculum has just been developed by Jon, and is being rolled out for the first time in the country at this workshop!

12:00 – 1:15 PM

**Lunch**

1:15 – 3:45 PM

**Destination Train-the-Trainer (cont)**

3:45 – 4:00 PM

**Break**

4:00 – 5:00 PM

**Fort Concho Tour**

*Bob Bluthardt, Fort Concho Site Manager*

5:00 – 9:00 PM

**Downtown Stroll** (optional)

## TEXAS HISTORICAL COMMISSION

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Join us on the third Thursday of the month for the DSA & Cultural Arts District Downtown Stroll. Each month, Downtown Stroll showcases some of the best art, food, and fun that Downtown San Angelo has to offer. Stop by the San Angelo Museum of Fine Arts and view their current exhibits, or visit one of the many art galleries for a sampling of West Texas art. Take a break and grab a bite to eat while you enjoy a cup of coffee, mug of beer, or a glass of wine at some of the best restaurants, bars, and coffee shops in West Texas. Top off the evening with a little shopping at Downtown's unique boutiques.

---

**Friday, June 16, 2017**

**The San Angelo Performing Arts Center, 82 Gillis Street**

8:00 – 8:45 AM

**Coffee, Refreshments, and Creative Redesign**

*Matt Lewis, President and CEO of San Angelo Area Foundation*

Learn how a former Coca Cola warehouse was repurposed and rehabilitated to create the San Angelo Performing Arts Center.

8:45 – 9:15 AM

**DowntownTX.org**

Emily Koller, THC, TSI, and TMSP Planner

9:15 – 10:15 AM

**TxDOT 101**

*Rebekah DeBrasko, TxDOT Historic Preservation Specialist*

10:15 – 10:30 AM

**Break**

10:30 – 12:00 PM

**TxDOT and You: 50 First Dates**

*Riley Triggs, THC Architect*

*Linda Henderson, THC*

An interactive group discussion about the issues you face with TxDOT ranging from speed limits to trees to sidewalk design, and how the THC is working with TxDOT to standardize and to improve the relationship between traffic engineering, streetscape, and placemaking.

12:00 – 12:15 PM

**Break**

12:15 – 1:00 PM

**Murphy Performance Hall Tour, 72 West College Avenue**

*Mark Levine, Executive Director at San Angelo Performing Arts Center*

Tour of historic auditorium going through complete restoration. The auditorium originally opened on Feb. 7, 1929 as a vaudeville theater.

1:00 PM

**Adjourn**

## Barbara Friedrich

---

**From:** Gary Schurig  
**Sent:** Wednesday, May 03, 2017 1:53 PM  
**To:** Genora Young  
**Cc:** Barbara Friedrich  
**Subject:** Memorial Museum Visitors

Genora,

These are number of visitors that came to the museum in the month of April. 978 total

Gary Schurig



**May 13: Running M Bar & Grill 2nd Annual Crawfish Boil**

**RUNNING M BAR & GRILL**  
**2ND ANNUAL**  
**CRAWFISH BOIL**  
**BUGS, BEER, & LIVE MUSIC.**

520 Saint Paul St. Downtown Gonzales

**BAR&GRILL OPENS@9AM**

**CHICKEN SHIT BINGO &**  
**CRAWFISH RACES START@4**

**MAY 13TH**

**LIVE MUSIC BY:**  
**KERR CREEK@9**

**\$10 (FIRST COME, FIRST SERVE)**

**ALL YOU CAN EAT CRAWFISH @6PM**



**Personal Impressions is Moving!**

# 9th Annual Gonzales Main Street Concert Series Line-Up

It's time for the 9th Annual Gonzales Main Street Concert Series in downtown Gonzales, Texas. Join us for a fun-filled, free live music event for the entire family! The event opens at 6:00pm and music at 7:00pm every Friday in June, and music starts at 6:00pm on Tuesday, July 4th. There is no charge to attend.



## Rocky King Band

***June 2nd – 7:00pm***

**Connect: @RockyKingBand**

Rocky was influenced from an early age by Jody & Hoyle Nix, Bob Wills, Johnny Gimble, Tommy Jackson, Shorty Lavendar, Keith Coleman, Snuffy Elmore, Ricky Turpin, Bobby Flores, and John Shattenberg as well as many of the legends such as, Faron Young, Darrell McCall, Metheny Brothers, Mel Tillis, Jody Nix, Mel Street, Johnny Gimble, Johnny Bush, Johnny Paycheck, Bob Wills, Ray Price, Tony Booth, Curtis Potter, Frenchie Burke and many more.

**Band Members**

Rocky King – fiddle, vocals

Michael Polasek – drums

Kenny Grohman – steel

Duane Wavra – bass

Ricky Turpin – fiddle, vocals

**Gonzales Main Street Debut Performance: 2017**

**Top Songs:** "You're In Love With The Wrong Man," "Dark Lighted Barrooms," "South"



## Zydeco Blanco

***June 9th – 7:00pm***

**Connect: @Zydeco.Blanco**

Zydeco Blanco was originally a duo formed in 1997 when accordion player **Leif Oines** met rubboard player **Harvey Trahan**. Both musicians were newly relocated to the Blanco river Valley near Blanco, Texas. Mr. Oines had moved from the Dallas-Ft. Worth metroplex, where he had successfully headed up the energetic band Zydeco Faux Pas. Harvey Trahan, a French Cajun originally from Lafayette, Louisiana, came to the valley via Houston, Texas, where he played harmonica in several blues bands.

As the new partners began playing shows in their Hill Country community, they met other area musicians and incorporated them into the band. First, a rhythm section was added to the band, consisting of **Steve Lamphier** on bass and **Brandon Aly** (of the New Bohemians) on drums. Both Steve and Brandon had been playing together in another local band Jamadillo. They suggested their fellow Jamadillo band mate, Larry Woods, be added on guitar. The addition of Saxophone player, **Brad Houser**, also of the New Bohemians and Critters Buggin, completed the lineup. In 2010, Dave Bailey took over the guitar work for the band until he moved to Olympia Washington in 2012 when he passed the pick to his friend **Justin Murray**.

Zydeco Blanco's song list consists of original songs such as "Even Cowboys Like Zydeco" and "Emu Escape," that blend the influences of Louisiana music with the feel of life in the Texas Hill Country, as well as a strong mix of covers from favorite zydeco artists such as Bois Sec Ardoin, Boozoo Chavis, John Delafosse, Geno Delafosse, Keith Frank, Beau Jocque, and Willis Prudhomme.

The band's first full-length CD "Zydeco Blanco" was released in 2004. Their latest recording, "Texas Ag Report", was released in 2010.

**Gonzales Main Street Debut Performance: 2017**

**Top Songs:** "Blanco Gin," "Fais Do-Do Waltz," "Texas Ag Report"



## ECLIPSE – Tribute To Journey

**June 16th – 7:00pm**

**Connect:** [@EclipseTribToJourney](#)

### **Adrian Alvarez-Lead Vocalist/Guitarist**

Adrian hails from the rockin' West Texas town of El Paso, Tx. Rocker at heart from the early age of 5, he begged his mother to buy him his first rock album (KISS-Destroyer) when still in Kindergarten! Adrian began his musical career in the club scene at the age of 18, playing lead guitar and singing back-up harmony vocals with several popular cover bands throughout the years. As an accomplished self-taught guitarist, he took on the role as a member of "Alive in Chains" a well known Alice In Chains Tribute Band and also was lead guitarist for a nationally known up and coming Country/Rock artist 'Darby Ledbetter'. Adrian switched gears and formed a band as the Lead Vocalist. He formed 'ARRIVAL' Journey Tribute band and performed in venues throughout Austin, Tx and surrounding areas. Adrian has continued his rock musical career performing with one of San Antonio's top tribute rock bands, 'ECLIPSE' A Tribute to JOURNEY & 80's Music. With his vocal talents, he has amazed and wooed many crowds who continue to enjoy the music of Steve Perry & JOURNEY.

### **Ron T.-Drummer**

Ron started out on drums very young in life and continued on, way into High School. He played for several local bands early in his musical career, both original and cover bands. Ron has racked up close to 40 years of playing experience, along with being a drum teacher and doing consulting work for one of the newest bands to tour



Internationally 'Nothing More'. Ron's background in music has always been Rock music, but has crossed over into a vast area of different genres. He had the opportunity of performing with two great Praise & Worship bands. Playing to thousands of people across Texas and locally. He also was part of the backing band for Internationally acclaimed and Multi~Platinum Recording Artist Darlene Zschech. Ron's biggest influences can be heard thru his playing. Some of the influences that he has are, Neil Peart (Rush), Simon Phillips (Toto), Deen Castranovo (Journey), Tony Royster Jr. (Jay~Z), Tommy Aldridge (Whitesnake) and Nicko McBrain (Iron Maiden). Ron currently is playing for ECLIPSE-A Tribute To Journey and is looking forward to playing both locally and regionally. Captivating crowds young and old alike.

**Jeff Lynn-Bassist and Backup Vocals** In starting out with an acoustic guitar at the age of eight, I quickly discovered that it wasn't for me and left it to gather dust in a corner. A die hard "kicker" in my youth I would later try to pick it back up, but it just didn't hold any charm for me. I had always enjoyed singing, especially in church and I always chose the tenor parts because I could sing them really loud above the rest of the congregation. So when I started middle school, I was prompted to join the music program. I didn't join the choir however and began learning to play the french horn. Along the way through high school, I also played trumpet and baritone but something magical happened during this time as well. At a pizza place in the early 80's, my older brother selected some songs to play on the juke box. I had heard some of the rock music he liked and it was ok, but it wasn't country so I stubbornly denied I liked it. But there was one song in particular he'd selected that I'd never heard before by a band I'd never heard of that opened up a whole new world of musical enchantment. It was "Tom Sawyer" by RUSH and when I got home, I immediately removed the two bottom strings from my acoustic guitar and spaced the remaining strings out on the bridge to make a bass guitar. I learned every Geddy Lee bass lick and began to fashion my voice to mimic Geddy's voice. I did this for about the next 12 years or so until my guitar was falling apart and in 1985 I decided to join the USAF. After boot camp and tech school, I found myself stationed in Austin, TX. I bought my first electric bass and learned everything all over again. It wasn't long until I was in my first band performing all kinds of progressive/heavy rock favorites for my fellow servicemen. After working for Uncle Sam, I stayed on in Austin because of the incredible music scene and have had the opportunity to be a member of several original bands. I went on a hiatus in 2008 for five years to take a job, but in 2013 I had to scratch that old familiar musical itch and started getting to know a lot of folks in the cover band community. So, for the past three years I've performed in a few rock cover bands and here at the end of 2016 I find myself in a Journey tribute with a great group of talented musicians called Eclipse- A Tribute To Journey!



**Duane Ramelot-Lead Guitarist, Backup Vocals**

Born in East St. Louis. Duane grew up in a spacious countryside community near Dupon, Illinois. He got excited about music hearing local bands tearing it up around his hometown and nearby St. Louis. Playing in local Rock bands from 13 years old. At 21 set out on the road touring from Michigan to Texas and everywhere in between.

**Gonzales Main Street Debut Performance: 2017**

**Top Songs:** "Don't Stop Believing," "Live at Aztec Theater"



## Los DesperadoZ

**June 23rd – 7:00pm**

**Connect: LosDesperadoZ**

Since the 1950's the Villarreal's have been one of the most respected musical families in Texas. Three generations of Villarreal's, have each added their unique contribution to the texture of Tejano Music. Mike, Lee, and P.J. Villarreal of Los DesperadoZ, now represent the culmination of that proud heritage to hundreds of thousands. Los DesperadoZ were first known to the music world as Los Test Tube Babies. After recording eight very successful CDs with the CBS/Cara and EMI Latin, Los DesperadoZ are now with the independent record label Tejas Records. Best selling recent albums include "Solo Dios Sabe" and Latin Grammy Nominated (Best Tejano Album Category) "Desde El Corazon". The first single Ella off of their latest release Lucky 13 has them on top of the charts around Texas. They were awarded Best Conjunto/Progressive Album of the Year at the Tejano Music Awards for "Lucky 13". Just recently, Mike and Lee Villarreal were voted Best Vocal Duo of the Year at the 2005 Tejano Music Awards.

**Gonzales Main Street Debut Performance: 2017**

**Top Songs:** "Huapango 'Redoblado'", "Mi Vida Sin Ti," "OK Corral (Live At Wacken 2013)"



## D.J. Richter and Texxas

**June 30th – 7:00pm**

**Connect: @DJRTEXXASMUSIC**

Founded in 1987 by Dennis Jay Richter, the band Texxas has continued to be one of the top performing acts in central Texas. Now fronted by Dennis son D.J. Richter the band continues to play and entertain throughout the state. Their vast experiences playing Texas dancehalls, clubs, private functions, festivals, fairs and weddings along with many years of combined on stage experience provides every audience with a high energy, captivating, show.

Over the years Texxas has had the opportunity opening for many large acts such as Kevin Fowler, Deryl Dodd, Asleep At The Wheel, T Graham Brown, and more. Today the band is taking a more original approach to their music. Stay tuned for more original songs by D.J. Richter!

**Gonzales Main Street Debut Performance: 2017**

**Top Songs:** "Copperhead Road," "Take Me Out To A Dancehall"



## Natalie Rose

***July 4th – 6:00pm***

**Connect: @NatalieRoseMusic**

Like that first warm breeze from the south that let's you know Spring is coming after a hard Winter, Natalie Rose's voice carries the promise of lifted spirits and better days ahead. There's been some debate as to whether she could ride a horse before she could walk or sing before she could talk, but it's safe to say there never was much time wasted.

Natalie has never believed in limitations or done things according to other people's timelines. Whether riding cutting horses from the age of four, to talking her way onto a stage to sing with a band at about the same time, her bravery, determination, and focus have kept her focused on a path towards success that's unstoppable. Natalie's capacity to love and nurture has always been there, from her horses and pets (both domestic and wild) to her big extended family (both domestic and wild).

Being a role model for younger girls might seem like an unwanted chore to her peers but Natalie cherishes the opportunity and takes it very seriously. Her charity appearances as Elsa from FROZEN are a big hit and warm the hearts of everyone involved. "I've looked up to Martina McBride my entire life, and I would love to be able to give other girls that "big sister" vibe, the way she did for me. I hope to be that person in a young girl's life."

She's an advocate against bullying and loves nothing more than sharing her experiences and beliefs to help children find the strength and determination to improve their own lives. Country music has always been her favorite because the best songs are usually heartfelt stories, and she believes that close and personal communication is vital in this world.

Hard work and long hours are normal for Natalie. She still has the "small Texas town" work ethic she was born with. Touring the state with her exceptional band isn't too different from hitting the rodeo circuit with her parents as a small child. Meeting new people, entertaining, and touching hearts make it all worthwhile, and she is always ready to perform at the highest level. Despite an already enviable track record in the music business, Natalie refuses to accept that there's any limit to what she can accomplish. Every instrument is worth learning because the more she understands the tools of her trade, the better she'll be able to convey her ideas and tell her stories.

Influenced by her favorites from every era of country music, Natalie somehow manages to deliver the kind of high-energy show people expect these days while maintaining an intimate connection with audiences of all ages. She's more than able to cover the latest hit, yet in the next song bring tears with a truly heartfelt rendition of a classic by one of the past greats. And she brings this range and reverence to her original songs, too. There's something for everyone, which is a rare gift.

Natalie Rose clearly respects the heritage of country music, while striving to be a big part of its future. One listen to her new EP "Promise Me Beautiful", produced by Ray Benson at Bismieux Studio in Austin TX, will be proof of that.

With the singles "Lonely Home", "Shivers", "Promise Me Beautiful", and "Better Off Without You" charting high already, she is fast becoming known as the most promising new country singer in a long while.

That would be good enough for most, but not for an artist with the experience, ability, and determination of Natalie Rose.

**Gonzales Main Street Debut Performance: 2017**

**Top Songs: "Better Off Without You," "Promise Me Beautiful," "Shivers"**





## Josh Ward

***July 4th – 8:00pm***

**Connect: @joshwardmusic**

A Houston native, Josh's earliest musical exposure was to old gospel hymns he sang in church. As a teenager riding in the high school Rodeo Circuit he discovered the likes of Willie, Waylon, Merle, Jones and Strait. Those musical legends inspired him to pick up a guitar and start singing in the parking lots of his rodeo events. Encouraged by his reception at the rodeos, he put his first band together and began paying his dues at the local honky-tonks in 2003.

Josh Ward released his 2nd album "Promises" in June 2012. The first single "Get Away" reached #18 on the Texas Regional Radio Chart – almost unheard of for a debut artist. Josh's second single "Rainout Hangout" quickly moved up the Texas and Regional Radio charts – reaching Top 5 status. The third single "Sent Me You", a ballad written by Scott Brown (Scooter Brown Band), gave Ward his very first Number 1 on both the Texas Regional Radio Report & The Texas Music Chart in April 2013. He followed with another #1 on his 4th single, "Promises" in Sept 2013. "Hard Whiskey" was released in November 2013 and reached #1 on the Texas Regional Radio Report and #3 on the Texas Music Chart. Following the success of "Promises", Josh Ward, released his third studio album "Holding Me Together" October 30, 2015. Produced by Grammy Award Winning producer, Greg Hunt, at Rosewood Studios in Tyler, TX. Ward's latest album features 10 new tracks from the 2013 Texas Regional Radio New Male Vocalist of the Year. Josh Ward has stayed true to his country roots with his most current project. Ward's 3rd album has already seen four number one singles with "Highway", "Whiskey & Whitley", "Somewhere Between Right & Wrong", and "Broken Heart" bringing his



- record to Seven consecutive number one hits. Josh Ward recently brought home the Texas Regional Radio Music Awards Song of the Year 2016 for "Whiskey & Whitley".

**Gonzales Main Street Debut Performance: 2017**

- Top Songs:** "Hard Whiskey," "Broken Heart," "Whiskey and Whitley," "Highway"

**GONZALES TOURISM COMMITTEE  
SPECIAL PROJECTS  
APPROVED BY CITY COUNCIL  
10/01/2016 - 09/30/2017**

	APPROVED	FUNDED
Central Texas Independent Cattlemen's Associaton Approved by Committee 10/13/2016	\$2,000.00	\$2,000.00
DVS Productions Approved by Committee 10/13/2016	\$2,000.00	\$2,000.00
Rusted Gingham Approved by Committee 11/03/2016	\$1,200.00	\$1,200.00
Come & Take It Committee Approved by Committee -January 12, 2017 Approvd by City Council - February 7, 2017	\$12,000.00	
Gonzales Main Street, Inc. - April 27, 2017	\$2,499.00	
<b>TOTAL</b>	<b>\$19,699.00</b>	<b>\$5,200.00</b>
<b>PROPOSED BUDGET</b>	<b>\$45,000.00</b>	<b>\$45,000.00</b>
<b>APPROVED FUNDING</b>	<b>\$19,200.00</b>	
<b>AVAILABLE FUNDS</b>	<b>\$25,800.00</b>	<b>\$39,800.00</b>



For Questions, Call (850) 673-8583  
P.O. Box 1840  
Gonzales, Texas 78629



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ACCOUNT:  
DOCUMENTS:

PAGE: 1  
2515350 04/28/2017  
8

CITY OF GONZALES  
HOTEL / MOTEL TAX FUND 30  
P O DRAWER 547 8  
GONZALES TX 78629 0

=====

PF INT BEARING ACCOUNT 2515350

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AVERAGE BALANCE	579,442.15	LAST STATEMENT 03/31/17	577,083.43
		9 CREDITS	29,437.16
		3 DEBITS	24,483.53
		THIS STATEMENT 04/28/17	582,037.06

- - - - - DEPOSITS - - - - -			
REF #	DATE	AMOUNT	REF #
04/04	4,152.98	04/13	762.65
04/06	343.94	04/18	172.20
04/12	14,800.17	04/20	2,908.05

- - - - - OTHER CREDITS - - - - -			
DESCRIPTION	DATE	AMOUNT	
EARNINGS CREDIT ACCT ANALYSIS MARCH	04/03	402.46	

- - - - - OTHER DEBITS - - - - -			
DESCRIPTION	DATE	AMOUNT	
110841582 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	04/03	5,632.25	
111187039 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	04/12	13,620.63	
117504358 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	04/25	5,230.65	

- - - - - I N T E R E S T - - - - -

AVERAGE LEDGER BALANCE:	.00	INTEREST EARNED:	.00
INTEREST PAID THIS PERIOD:	.00	DAYS IN PERIOD:	
		ANNUAL PERCENTAGE YIELD EARNED:	.00%

\* \* \* C O N T I N U E D \* \* \*



For Questions, Call (800) 673-5565  
P.O. Box 1890  
Gonzales, Texas 78629



000 00001 01  
ACCOUNT:  
DOCUMENTS:

PAGE: 2  
2515350 04/28/2017  
8

CITY OF GONZALES

PF INT BEARING ACCOUNT 2515350

- - - ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES - - -

*****				
*		TOTAL FOR	TOTAL	*
*		THIS PERIOD	YEAR TO DATE	*
*-----*				
* TOTAL OVERDRAFT FEES:		\$ .00		\$ .00 *
*-----*				
* TOTAL RETURNED ITEM FEES:		\$ .00		\$ .00 *
*****				

- - - - - DAILY BALANCE - - - - -

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
04/03	571,853.64	04/12	577,530.10	04/20	586,834.23
04/04	576,006.62	04/13	578,292.75	04/25	582,037.06
04/06	576,350.56	04/18	578,464.95		

4-3-19

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/3/19	46152.98	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 46152.98

⑆114913711⑆ ⑈02515350⑈ 009

\$4,152.98 4/4/2017

4-19-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/19/17	5461.23	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 5461.23

⑆114913711⑆ ⑈02515350⑈ 009

\$5,461.23 4/20/2017

4-5-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/5/17	343.94	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 343.94

⑆114913711⑆ ⑈02515350⑈ 009

\$343.94 4/6/2017

4-24-2017

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/24/17	433.48	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 433.48

⑆114913711⑆ ⑈02515350⑈ 009

\$433.48 4/25/2017

4-11-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/11/17	14800.17	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 14800.17

⑆114913711⑆ ⑈02515350⑈ 009

\$14,800.17 4/12/2017

4-12-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/12/17	762.65	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 762.65

⑆114913711⑆ ⑈02515350⑈ 009

\$762.65 4/13/2017

4-17-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/17/17	172.20	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 172.20

⑆114913711⑆ ⑈02515350⑈ 009

\$172.20 4/18/2017

4-19-17

DATE	AMOUNT	DESCRIPTION	DEPOSIT
4/19/17	2908.05	CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020	DEPOSIT

CITY OF GONZALES HOTEL/RESTAURANT TAX FUND P.O. BOX 647 GONZALES, TX 78020

**Sage Capital Bank**  
Financial Wisdom. Texas Roots.  
www.SageCapitalBank.com

\$ 2908.05

⑆114913711⑆ ⑈02515350⑈ 009

\$2,908.05 4/20/2017



5-03-2017 8:16 AM

## D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2017 THRU Apr-2017

DEPT : N/A

ACCOUNTS: 1-001.502 THRU 1-001.502

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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1-001.502

CASH - HOTEL MOTEL TAX

B E G I N N I N G B A L A N C E

571,451.18

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4/03/17	4/07	B29460	Deposit	041705	06368	BANK ACCOUNT INTEREST	JE# 014626		402.46	576,006.62
4/05/17	4/05	C29442	DEPOSIT	09813	DAILY CASH POSTING	4/05/2017			343.94	576,350.56
4/06/17	4/12	B29484	Deposit	041775	06379	REIMBURSEMENT EXPENSE H/M	JE# 014639		13,620.63CR	562,729.93
4/11/17	4/11	C29482	DEPOSIT	09837	DAILY CASH POSTING	4/11/2017			14,800.17	577,530.10
4/12/17	4/12	C29497	DEPOSIT	09843	DAILY CASH POSTING	4/12/2017			762.65	578,292.75
4/17/17	4/17	C29514	DEPOSIT	09855	DAILY CASH POSTING	4/17/2017			172.20	578,464.95
4/19/17	4/19	C29521	DEPOSIT	09865	DAILY CASH POSTING	4/19/2017			2,908.05	581,373.00
4/19/17	4/19	C29523	DEPOSIT	09867	DAILY CASH POSTING	4/19/2017			5,461.23	586,834.23
4/24/17	4/24	B29537	Deposit	041778	06390	REIMBURSABLE EXPENSES	JE# 014651		5,230.65CR	581,603.58
4/24/17	4/24	C29541	DEPOSIT	09884	DAILY CASH POSTING	4/24/2017			433.48	582,037.06
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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	571,451.18	0.00
REPORTED ACTIVITY:	29,437.16	18,851.28CR
ENDING BALANCES:	600,888.34	18,851.28CR
TOTAL FUND ENDING BALANCE:	582,037.06	

5-03-2017 8:22 AM

## D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.202

## POSTAGE

B E G I N N I N G B A L A N C E

0.00

12/30/16	1/03	B28710	Deposit 121615	06165	TO ALLOCATE MONTHLY POSTAGE		JE# 014387		7.44	7.44
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=====	DECEMBER ACTIVITY	DB:	7.44	CR:	0.00	7.44
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1/06/17	2/21	A92716	CHK: 109414	14561	POSTAGE	0041	4TH QTR 2016		624.81	632.25
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=====	JANUARY ACTIVITY	DB:	624.81	CR:	0.00	624.81
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4/01/17	4/19	A94353	CHK: 109882	14707	1ST QTR 2017, POSTAGE, C	0041	1ST QUARTER 2017		230.65	862.90
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4/30/17	5/02	B29600	Deposit 041715	06396	TO ALLOCATE MONTHLY POSTAGE		JE# 014657		6.90	869.80
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=====	APRIL ACTIVITY	DB:	237.55	CR:	0.00	237.55
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=====	ACCOUNT TOTAL	DB:	869.80	CR:	0.00	
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7-811.217

## MISCELLANEOUS

B E G I N N I N G B A L A N C E

0.00

7-811.304

## OFFICE EQPT &amp; FURNITURE

B E G I N N I N G B A L A N C E

0.00

7-811.401

## TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.402

## UTILITIES

B E G I N N I N G B A L A N C E

0.00

7-811.407

## TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.408

## MEMBERSHIP DUES

B E G I N N I N G B A L A N C E

0.00

1/05/17	1/13	A91675	CHK: 109153	14485	ANNUAL FEES	1852	01052017		100.00	100.00
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1/06/17	2/21	A92716	CHK: 109414	14561	TACVB MEMBERSHIP	0041	4TH QTR 2016		375.00	475.00
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1/27/17	4/06	A94182	CHK: 109850	14690	ANNUAL THLA MEMBERSHIP	0926	017-23202		4,213.25	4,688.25
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=====	JANUARY ACTIVITY	DB:	4,688.25	CR:	0.00	4,688.25
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=====	ACCOUNT TOTAL	DB:	4,688.25	CR:	0.00	
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5-03-2017 8:22 AM

## D E T A I L L I S T I N G

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.409

## SUBSCRIPTIONS

B E G I N N I N G B A L A N C E

0.00

7-811.411

## SPECIAL CONTRACTS

B E G I N N I N G B A L A N C E

0.00

10/30/16	11/18	A89885	CHK: 108480	14334	MARKETING CONSULTING HOU 3603	16-OCT			1,872.00	1,872.00
			=====		OCTOBER ACTIVITY DB:		1,872.00	CR:	0.00	1,872.00

1/09/17	1/13	A91715	CHK: 109111	14485	JESSICA HOLT BECK 3603	16-NOV/DEC			2,565.00	4,437.00
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1/26/17	2/03	A92373	CHK: 109328	14523	WORKED ON BROCHURES, WEB 3696	20170101			556.25	4,993.25
			=====		JANUARY ACTIVITY DB:		3,121.25	CR:	0.00	3,121.25

2/22/17	3/02	A93175	CHK: 109535	14582	BROCHURE, ADV., MTG, COR 3696	20170201			443.75	5,437.00
			=====		FEBRUARY ACTIVITY DB:		443.75	CR:	0.00	443.75

4/25/17	4/28	A94702	CHK: 109990	14724	GCVB BILLING FEB 27-APRI 3696	20170404			106.25	5,543.25
			=====		APRIL ACTIVITY DB:		106.25	CR:	0.00	106.25

			=====		ACCOUNT TOTAL DB:		5,543.25	CR:	0.00	
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7-811.412

## CHAMBER OF COMMERCE

B E G I N N I N G B A L A N C E

0.00

10/01/16	11/18	A89662	CHK: 108516	14334	HOTEL/MOTEL FUNDING 0041	10/01/2016			6,654.55	6,654.55
10/14/16	10/17	A89116	VOID: 108265	14309	REVERSE VOIDED CHECK 0041	3RD QTR 2016			6,679.01CR	24.46CR
			=====		OCTOBER ACTIVITY DB:		6,654.55	CR:	6,679.01CR	24.46CR

1/06/17	2/21	A92716	CHK: 109414	14561	4TH QTR 2016 PAYMENT 0041	4TH QTR 2016			5,000.00	4,975.54
			=====		JANUARY ACTIVITY DB:		5,000.00	CR:	0.00	5,000.00

4/01/17	4/19	A94353	CHK: 109882	14707	1ST QTR 2017, POSTAGE, C 0041	1ST QUARTER 2017			5,000.00	9,975.54
			=====		APRIL ACTIVITY DB:		5,000.00	CR:	0.00	5,000.00

			=====		ACCOUNT TOTAL DB:		16,654.55	CR:	6,679.01CR	
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7-811.413

## PIONEER VILLAGE

B E G I N N I N G B A L A N C E

0.00

12/30/16	1/06	A91393	CHK: 109062	14463	QTR ENDING DEC. 31, 2016 1027	12/31/2016			2,500.00	2,500.00
			=====		DECEMBER ACTIVITY DB:		2,500.00	CR:	0.00	2,500.00

			=====		ACCOUNT TOTAL DB:		2,500.00	CR:	0.00	
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## D E T A I L L I S T I N G

PAGE: 3

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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7-811.414

JB WELLS PARK

B E G I N N I N G B A L A N C E

0.00

11/15/16	12/02	A90273	CHK: 108613	14364	BRUSHES, LINER, GLOSS BL 0219		00699670		385.00	385.00
11/28/16	12/02	A90274	CHK: 108613	14364	SANDING BLOCK 0219		00699801		26.94	411.94
11/28/16	12/02	A90293	CHK: 108639	14364	SANDING BLOCK RUBBER 0294		5839953		5.98	417.92
11/30/16	12/02	A90247	CHK: 108613	14364	TOWELL WYPALL X 60 POP U 0219		00699935		180.00CR	237.92
11/30/16	12/02	A90275	CHK: 108613	14364	BRUSHES, GLOSS BLACK, WY 0219		00699934		264.84	502.76
11/30/16	12/02	A90276	CHK: 108613	14364	TOWELL WYPALL X 60 POP U 0219		00699936		22.00	524.76
===== NOVEMBER ACTIVITY DB:						704.76	CR:	180.00CR	524.76	
===== ACCOUNT TOTAL DB:						704.76	CR:	180.00CR		

7-811.415

MAIN STREET

B E G I N N I N G B A L A N C E

0.00

10/10/16	10/28	A89158	CHK: 108421	14285	LAG SCREW, WIRE CONNECTO 0130		50173940		93.20	93.20
10/11/16	10/28	A89146	CHK: 108388	14285	RETURNED ON DCF RC114 SE 0097		1615484-00		16.01CR	77.19
10/11/16	10/28	A89147	CHK: 108388	14285	1-POLE, 2-8 OUTDOOR LC, 0097		1612050-00		306.01	383.20
10/12/16	10/28	A89150	CHK: 108388	14285	1" SER CONNECTOR 0097		1613313-00		8.92	392.12
10/12/16	10/28	A89227	CHK: 108386	14285	15A 125V QUICK ATTACH PL 0294		5838321		3.98	396.10
10/13/16	10/28	A89148	CHK: 108388	14285	2-8 OUTDOOR LC 60A 0097		1612050.01		120.00	516.10
10/13/16	10/28	A89149	CHK: 108388	14285	2-8 OUTDOOR LC 60A 0097		1612050.02		30.00	546.10
10/13/16	10/28	A89228	CHK: 108386	14285	WINGED WIRE NUT, HEXLOCK 0294		5838356		18.76	564.86
10/21/16	11/18	A89664	CHK: 108542	14334	2-8 OUTDOOR LC 60A 0097		1612050-03		30.00	594.86
10/24/16	11/18	A89674	CHK: 108573	14334	CABLE TIE 8" UVB, LAG SC 0130		50174420		4.54	599.40
10/27/16	11/18	A89676	CHK: 108573	14334	CABLE TIE NYLON, UV BLAC 0130		50174567		30.96	630.36
10/31/16	11/18	A89673	CHK: 108573	14334	WAS PAID WITH CREDIT CAR 0130		50173260		22.78CR	607.58
10/31/16	12/02	A90189	CHK: 108680	14364	EXT CORD 0148		16-07075		7.72	615.30
===== OCTOBER ACTIVITY DB:						654.09	CR:	38.79CR	615.30	
11/01/16	12/02	A90170	CHK: 108683	14364	CABLE TIE 14" UV BLACK 0130		50174742		18.38	633.68
11/01/16	12/02	A90193	CHK: 108680	14364	EXT. CORD 0148		16-07952		15.44	649.12
11/12/16	12/09	A90626	CHK: 108699	14402	HOLIDAY LIGHTING & DECOR 0952		6782		213.00	862.12
11/16/16	12/02	A90171	CHK: 108683	14364	CABLE TIE 14" UV BLACK 0130		50175183		8.09	870.21
11/17/16	1/06	A91341	CHK: 109093	14463	WAL-MART COMMUNITY 0148		17-08324		35.29	905.50
11/25/16	12/09	A90619	CHK: 108734	14402	15A 3 OUTLET TAP HD ORAN 0294		5839918		6.59	912.09
11/25/16	12/09	A90620	CHK: 108734	14402	14/3 EXT CORD & 12/3 EXT 0294		5839929		112.44	1,024.53
11/28/16	12/09	A90618	CHK: 108734	14402	12/3 EXT CORD 3 OUTLET 2 0294		5839961		37.47CR	987.06
===== NOVEMBER ACTIVITY DB:						409.23	CR:	37.47CR	371.76	
3/10/17	3/13	A93411	CHK: 109602	14620	PROPOSAL & 7/4/2017 2992		07/04/2017		6,000.00	6,987.06
===== MARCH ACTIVITY DB:						6,000.00	CR:	0.00	6,000.00	
===== ACCOUNT TOTAL DB:						7,063.32	CR:	76.26CR		

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## D E T A I L L I S T I N G

PAGE: 4

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----	DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
-----										
7-811.416			CRYSTAL THEATRE							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.417			INSURANCE							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.430			TRAVEL & TRAINING							
			B E G I N N I N G		B A L A N C E					0.00
-----										
10/06/16	11/18	A89884	CHK: 108480	14334	JESSIE'S HOTEL ROOM AT T 3603		10/06/2016		409.97	409.97
			=====		OCTOBER ACTIVITY DB:	409.97	CR:	0.00	409.97	
			=====		ACCOUNT TOTAL DB:	409.97	CR:	0.00		
-----										
7-811.502			ADVERTISING							
			B E G I N N I N G		B A L A N C E					0.00
-----										
10/13/16	10/28	A89295	CHK: 108412	14285	4 COLOR, 1/3 PAGE DISPLA 0668	249907			2,457.95	2,457.95
10/25/16	11/10	A89609	CHK: 108455	14336	FULL PAGE DISPLAY, ADVER 0668	249911			1,594.26	4,052.21
10/25/16	11/10	A89616	CHK: 108451	14336	1/2 PAGE AD 3597	43539			920.00	4,972.21
			=====		OCTOBER ACTIVITY DB:	4,972.21	CR:	0.00	4,972.21	
11/01/16	11/10	A89611	CHK: 108456	14336	1/2 HORIZONTAL PAGE ADVE 3255	40008705			6,980.00	11,952.21
			=====		NOVEMBER ACTIVITY DB:	6,980.00	CR:	0.00	6,980.00	
12/01/16	1/06	A91440	CHK: 109079	14463	SEMI ANNUAL HOSTING -6 M 3625	6455			3,150.00	15,102.21
12/04/16	1/13	A91689	CHK: 109149	14485	REIMBURSE FOR TOUR TICKE 2956	REIMBURSE 162112			48.00	15,150.21
			=====		DECEMBER ACTIVITY DB:	3,198.00	CR:	0.00	3,198.00	
1/23/17	2/03	A92379	CHK: 109334	14523	MAGAZINE FEBRUARY 2017 I 3776	6776			800.00	15,950.21
1/27/17	2/03	A92352	CHK: 109333	14523	ADVERTISING-TEXAS EVENTS 0668	258008			1,089.36	17,039.57
			=====		JANUARY ACTIVITY DB:	1,889.36	CR:	0.00	1,889.36	
2/08/17	2/21	A92758	CHK: 109429	14561	ADVERTISING IN TEXAS HIG 0668	259199			3,418.79	20,458.36
2/28/17	3/31	A93951	CHK: 109762	14675	DISCOVER-EXPO CENTER 0071	134161			480.00	20,938.36
2/28/17	3/31	A93952	CHK: 109762	14675	DISCOVER-MAIN STREET 0071	134162			480.00	21,418.36
2/28/17	3/31	A93953	CHK: 109762	14675	DISCOVER-HOTELS 0071	134163			480.00	21,898.36
2/28/17	3/31	A93954	CHK: 109762	14675	DISCOVER-PARKS 0071	134165			480.00	22,378.36
			=====		FEBRUARY ACTIVITY DB:	5,338.79	CR:	0.00	5,338.79	
3/15/17	3/24	A93751	CHK: 109738	14658	4 COLOR, 1/3 PAGE, DISPL 0668	259200			2,457.95	24,836.31
3/27/17	4/06	A94176	CHK: 109848	14690	WEB DISPLAY 0668	255349			445.50	25,281.81
3/27/17	4/06	A94214	CHK: 109852	14690	WEB DISPLAY 2404	255355			550.00	25,831.81
3/30/17	4/06	A94219	CHK: 109839	14690	BROCHURES 2819	14535			3,451.13	29,282.94
			=====		MARCH ACTIVITY DB:	6,904.58	CR:	0.00	6,904.58	



FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
4/12/17	4/28	A94634	CHK: 109996	14724 4 COLOR, 1/3 PAGE, DISPL 0668		259201		2,457.95	31,740.89
			=====	APRIL ACTIVITY DB:		2,457.95	CR: 0.00	2,457.95	
			=====	ACCOUNT TOTAL DB:		31,740.89	CR: 0.00		
-----									
7-811.503			ELECTRICAL LINE EXPENSE						
			B E G I N N I N G B A L A N C E						0.00
-----									
7-811.504			SIGNAGE & BANNERS						
			B E G I N N I N G B A L A N C E						0.00
10/01/16	10/28	A89318	CHK: 108362	14285 ADVERTISING ON BILLBOARD 3341		7480		675.00	675.00
10/01/16	10/28	A89329	CHK: 108407	14285 ADVERTISING LEASE SPACE 3587		205417		1,900.00	2,575.00
10/01/16	11/10	A89612	CHK: 108446	14336 IH 10 SEALY, ADVERTISING 3341		7481		425.00	3,000.00
10/15/16	10/28	A89302	CHK: 108379	14285 BILLBOARD ADVERTISING 2532		82084		650.00	3,650.00
			=====	OCTOBER ACTIVITY DB:		3,650.00	CR: 0.00	3,650.00	
11/01/16	11/10	A89613	CHK: 108446	14336 IH 10 SEALY, ADVERTISING 3341		7570		675.00	4,325.00
11/01/16	11/10	A89614	CHK: 108446	14336 IH 10 SEALY, ADVERTISING 3341		7571		425.00	4,750.00
11/01/16	11/10	A89615	CHK: 108454	14336 ADVERTISING LEASE SPACE 3587		206369		2,400.00	7,150.00
11/15/16	11/18	A89847	CHK: 108529	14334 BILLBOARD ADVERTISING 2532		82090		650.00	7,800.00
			=====	NOVEMBER ACTIVITY DB:		4,150.00	CR: 0.00	4,150.00	
12/01/16	12/02	A90394	CHK: 108612	14364 IH 10, SEALY ADVERTISING 3341		7667		675.00	8,475.00
12/01/16	12/02	A90395	CHK: 108612	14364 IH 10, SEALY ADVERTISING 3341		7668		425.00	8,900.00
12/01/16	12/09	A90708	CHK: 108753	14402 ADVERTISING LEASE SPACE 3587		207328		2,400.00	11,300.00
12/15/16	2/21	A92778	CHK: 109444	14561 BILLBOARD ADVERTISING 2532		82085		650.00	11,950.00
			=====	DECEMBER ACTIVITY DB:		4,150.00	CR: 0.00	4,150.00	
1/01/17	1/06	A91430	CHK: 109058	14463 IH 10 ADVERTISING 3341		7762		675.00	12,625.00
1/01/17	1/06	A91431	CHK: 109058	14463 IH 10, ADVERTISING 3341		7815		425.00	13,050.00
1/01/17	1/13	A91713	CHK: 109177	14485 ADVERTISING LEASE SPACE 3587		208264		2,400.00	15,450.00
1/15/17	1/20	A91865	CHK: 109200	14514 BILLBOARD ADVERTISING 2532		82086		650.00	16,100.00
			=====	JANUARY ACTIVITY DB:		4,150.00	CR: 0.00	4,150.00	
2/01/17	2/03	A92365	CHK: 109329	14523 ADVERTISING LEASE SPACE 3587		209231		1,941.38	18,041.38
2/01/17	2/21	A92790	CHK: 109451	14561 ADVERTISING IN SEALY, TE 3341		7854		675.00	18,716.38
2/01/17	2/21	A92791	CHK: 109451	14561 ADVERTISING IN SEALY, TE 3341		7855		425.00	19,141.38
2/15/17	2/21	A92779	CHK: 109444	14561 BILLBOARD ADVERTISING 2532		82087		650.00	19,791.38
			=====	FEBRUARY ACTIVITY DB:		3,691.38	CR: 0.00	3,691.38	
3/01/17	3/02	A93154	CHK: 109490	14582 IH 10, SEALY, TX 3341		7951		700.00	20,491.38
3/01/17	3/02	A93169	CHK: 109540	14582 ADV LEASE SPACE 3/1/17-3 3587		210192		500.00	20,991.38
3/15/17	3/31	A94021	CHK: 109767	14675 BILLBOARD ADV 4/12/17-5/ 2532		82088		650.00	21,641.38
			=====	MARCH ACTIVITY DB:		1,850.00	CR: 0.00	1,850.00	
4/01/17	4/06	A94236	CHK: 109809	14690 OUTDOOR ADVERTISING 3341		8044		700.00	22,341.38

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## D E T A I L L I S T I N G

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE-----
4/01/17	4/06	A94238	CHK: 109843	14690 ADVERTISING LEASE SPACE	3587	211097		500.00	22,841.38
4/15/17	4/28	A94678	CHK: 109965	14724 BILLBOARD ADV FOR 5/12-6	2532	82091		650.00	23,491.38
			=====	APRIL ACTIVITY DB:	1,850.00	CR:	0.00	1,850.00	
			=====	ACCOUNT TOTAL DB:	23,491.38	CR:	0.00		
-----									
7-811.519			PROMOTIONAL ITEMS						
			B E G I N N I N G B A L A N C E						
									0.00
10/06/16	10/28	A89306	CHK: 108399	14285 SOFT ENAMEL PINS	2819	14007		4,026.84	4,026.84
			=====	OCTOBER ACTIVITY DB:	4,026.84	CR:	0.00	4,026.84	
			=====	ACCOUNT TOTAL DB:	4,026.84	CR:	0.00		
-----									
7-811.520			MARKETING AND PROMOTIONS						
			B E G I N N I N G B A L A N C E						
									0.00
2/21/17	3/15	A93576	CHK: 109657	14632 BROCHURES WALKING TOUR	0230	167778		165.00	165.00
			=====	FEBRUARY ACTIVITY DB:	165.00	CR:	0.00	165.00	
			=====	ACCOUNT TOTAL DB:	165.00	CR:	0.00		
-----									
7-811.521			SPECIAL PROJECTS						
			B E G I N N I N G B A L A N C E						
									0.00
1/11/17	1/13	A91716	CHK: 109173	14485 APPROVED FOR CVB GRANT	3621	01/11/17		1,200.00	1,200.00
			=====	JANUARY ACTIVITY DB:	1,200.00	CR:	0.00	1,200.00	
3/24/17	3/31	A94022	CHK: 109755	14675 ALL BREED BULL & FEMALE	2719	10/20-21/16		2,000.00	3,200.00
			=====	MARCH ACTIVITY DB:	2,000.00	CR:	0.00	2,000.00	
4/19/17	4/28	A94679	CHK: 109951	14724 TOURISM FUNDING FOR ADVE	2679	04/04/2017		2,000.00	5,200.00
			=====	APRIL ACTIVITY DB:	2,000.00	CR:	0.00	2,000.00	
			=====	ACCOUNT TOTAL DB:	5,200.00	CR:	0.00		
-----									
7-811.522			INDEPENDENCE RELAY						
			B E G I N N I N G B A L A N C E						
									0.00
1/23/17	2/03	A92351	CHK: 109311	14523 FACILITY RENTAL & CUSTOD	2142	1		375.00	375.00
1/31/17	3/31	A94003	CHK: 109772	14675 PORTABLE TOILET, HANDICA	1616	29217		1,012.50	1,387.50
			=====	JANUARY ACTIVITY DB:	1,387.50	CR:	0.00	1,387.50	
3/23/17	4/06	A94242	CHK: 109833	14690 42"CHANNELIZER W/30 BASE	3750	1522		972.75	2,360.25
			=====	MARCH ACTIVITY DB:	972.75	CR:	0.00	972.75	
			=====	ACCOUNT TOTAL DB:	2,360.25	CR:	0.00		

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## D E T A I L L I S T I N G

PAGE: 7

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE----
-----										
7-811.524			GONZALES CO. JAIL MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.525			HISTORIC PRESERVATION							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.526			MEMORIAL MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.527			EGGLESTON HOUSE							
			B E G I N N I N G		B A L A N C E					0.00
-----										
7-811.528			JB WELLS HOUSE							
			B E G I N N I N G		B A L A N C E					0.00
-----										
12/31/16	1/13	A91647	CHK: 109138	14485	MAINT & REPAIRS	1130	123116		1,100.00	1,100.00
			=====	DECEMBER	ACTIVITY DB:	1,100.00	CR:	0.00	1,100.00	
-----										
3/31/17	4/06	A94195	CHK: 109812	14690	QUARTERLY PAYMENT	1130	JAN-MARCH2017		2,788.00	3,888.00
			=====	MARCH	ACTIVITY DB:	2,788.00	CR:	0.00	2,788.00	
			=====	ACCOUNT	TOTAL DB:	3,888.00	CR:	0.00		
-----										
7-811.529			RIVERSIDE MUSEUM							
			B E G I N N I N G		B A L A N C E					0.00
-----										
10/11/16	10/28	A89278	CHK: 108375	14285	MONTHLY BILLING	3431	10/11/2016		78.24	78.24
			=====	OCTOBER	ACTIVITY DB:	78.24	CR:	0.00	78.24	
-----										
11/01/16	12/02	A90251	CHK: 108613	14364	HALOGEN BULB 500W	0219	00698787		5.95	84.19
11/04/16	12/02	A90292	CHK: 108639	14364	150 W, (2) GE200W& 200W	0294	5839264		12.66	96.85
11/11/16	12/02	A90349	CHK: 108623	14364	MONTHLY BILLING	3431	11/11/2016		78.26	175.11
			=====	NOVEMBER	ACTIVITY DB:	96.87	CR:	0.00	96.87	
-----										
12/08/16	12/27	A90990	CHK: 108999	14423	ANNUAL FIRE & SAFETY INS	1729	015332		3.50	178.61
12/11/16	12/27	A91001	CHK: 108971	14423	MONTHLY BILLING	3431	12/11/16		83.24	261.85
			=====	DECEMBER	ACTIVITY DB:	86.74	CR:	0.00	86.74	
-----										
1/11/17	1/27	A92031	CHK: 109243	14496	MONTHLY BILL	3431	01/11/17		78.23	340.08
1/26/17	2/03	A92301	CHK: 109307	14523	BREAKER 60 AMP RIVERSIDE	0219	00702478		13.86	353.94
			=====	JANUARY	ACTIVITY DB:	92.09	CR:	0.00	92.09	
-----										
2/11/17	3/02	A93155	CHK: 109502	14582	MONTHLY BILLING	3431	02/11/2017		78.24	432.18
			=====	FEBRUARY	ACTIVITY DB:	78.24	CR:	0.00	78.24	

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## D E T A I L L I S T I N G

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FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----	DESCRIPTION-----	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
3/08/17	3/13	A93359	CHK: 109599	14620	LIGHTS FOR FLAGS FOR RIV	0294	5843336		32.86	465.04
3/11/17	3/24	A93776	CHK: 109714	14658	MONTHLY BILLING	3431	03/11/2017		83.42	548.46
3/13/17	3/24	A93734	CHK: 109709	14658	LIGHT BULB RIVERSIDE MUS	0219	00704343		7.58	556.04
3/13/17	3/31	A93975	CHK: 109784	14675	AIR FILTERS FOR VARIOUS	0148	17-08740		25.76	581.80
3/14/17	3/15	A93581	CHK: 109664	14632	RENEWAL LIQUID DFND CONT	0565	17-3906442		314.00	895.80
3/22/17	3/31	A93986	CHK: 109761	14675	DOOR REINFORCER RVRSIDE	0219	00704724		23.99	919.79
=====				MARCH ACTIVITY	DB:	487.61	CR:	0.00	487.61	
4/11/17	4/28	A94689	CHK: 109962	14724	MONTHLY BILLING	3431	4/11/17		78.24	998.03
=====				APRIL ACTIVITY	DB:	78.24	CR:	0.00	78.24	
=====				ACCOUNT TOTAL	DB:	998.03	CR:	0.00		
-----										
7-811.530	EXPO CENTER									
				B E G I N N I N G B A L A N C E					0.00	
2/27/17	2/27	B29103		06281	EXPO BOND PAYMENT		JE# 014510		87,062.50	87,062.50
=====				FEBRUARY ACTIVITY	DB:	87,062.50	CR:	0.00	87,062.50	
=====				ACCOUNT TOTAL	DB:	87,062.50	CR:	0.00		
-----										
7-811.531	CITY SPECIAL EVENTS									
				B E G I N N I N G B A L A N C E					0.00	
-----										
7-811.532	TOURISM WEEK									
				B E G I N N I N G B A L A N C E					0.00	
-----										
7-811.533	NEW EVENTS									
				B E G I N N I N G B A L A N C E					0.00	
-----										
7-811.534	ONE-TIME EVENTS/EXPENSES									
				B E G I N N I N G B A L A N C E					0.00	
-----										
7-811.610	OFFICE FURNITURE & EQPT									
				B E G I N N I N G B A L A N C E					0.00	

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DETAIL LISTING

PAGE: 9

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

\*-\*-\*-\*-\*

000 ERRORS IN THIS REPORT!

\*-\*-\*-\*-\*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	197,366.79	6,935.27CR
ENDING BALANCES:	197,366.79	6,935.27CR
TOTAL FUND ENDING BALANCE:	190,431.52	





## FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2017

## 500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<hr/>						
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	400,000.00	29,034.70	120,053.22	30.01	0.00	279,946.78
4-811.801 INTEREST INCOME	<u>2,000.00</u>	<u>402.46</u>	<u>2,259.17</u>	<u>112.96</u>	<u>0.00</u>	<u>( 259.17)</u>
TOTAL 811-HOTEL/MOTEL	402,000.00	29,437.16	122,312.39	30.43	0.00	279,687.61
<hr/>						
*** TOTAL REVENUES ***	402,000.00	29,437.16	122,312.39	30.43	0.00	279,687.61

## FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2017

## 500-RESTRICTED USE FUNDS

## 811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	5,000.00	237.55	869.80	17.40	0.00	4,130.20
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	5,000.00	237.55	869.80	17.40	0.00	4,130.20
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	8,000.00	0.00	4,688.25	58.60	0.00	3,311.75
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	106.25	5,543.25	25.20	0.00	16,456.75
7-811.412 CHAMBER OF COMMERCE	20,000.00	5,000.00	9,975.54	49.88	0.00	10,024.46
7-811.413 PIONEER VILLAGE	10,000.00	0.00	2,500.00	25.00	0.00	7,500.00
7-811.414 JB WELLS PARK	10,000.00	0.00	524.76	5.25	0.00	9,475.24
7-811.415 MAIN STREET	20,000.00	0.00	6,987.06	34.94	0.00	13,012.94
7-811.416 CRYSTAL THEATRE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	409.97	8.20	0.00	4,590.03
TOTAL 4-CONTRACT/OPER SERVICES	105,000.00	5,106.25	30,628.83	29.17	0.00	74,371.17
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	2,457.95	31,740.89	19.24	0.00	133,259.11
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	1,850.00	23,491.38	39.15	0.00	36,508.62
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	4,026.84	33.56	0.00	7,973.16
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	165.00	1.10	0.00	14,835.00
7-811.521 SPECIAL PROJECTS	45,000.00	2,000.00	5,200.00	11.56	0.00	39,800.00
7-811.522 INDEPENDENCE RELAY	7,000.00	0.00	2,360.25	33.72	0.00	4,639.75
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	50,000.00	0.00	0.00	0.00	0.00	50,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.528 JB WELLS HOUSE	10,000.00	0.00	3,888.00	38.88	0.00	6,112.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	78.24	998.03	19.96	0.00	4,001.97
7-811.530 EXPO CENTER	88,150.00	0.00	87,062.50	98.77	0.00	1,087.50
7-811.531 CITY SPECIAL EVENTS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.532 TOURISM WEEK	3,000.00	0.00	0.00	0.00	0.00	3,000.00

## FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2017

## 500-RESTRICTED USE FUNDS

## 811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
7-811.533 NEW EVENTS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.534 ONE-TIME EVENTS/EXPENSES	10,000.00	0.00	0.00	0.00	0.00	10,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	522,150.00	6,386.19	158,932.89	30.44	0.00	363,217.11
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
 TOTAL 811-HOTEL MOTEL	 632,150.00	 11,729.99	 190,431.52	 30.12	 0.00	 441,718.48
	=====	=====	=====	=====	=====	=====
 *** TOTAL EXPENSES ***	 632,150.00	 11,729.99	 190,431.52	 30.12	 0.00	 441,718.48

\*\*\* END OF REPORT \*\*\*

## Barbara Friedrich

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**From:** Joel Gammage <joeltexashatters@gmail.com>  
**Sent:** Friday, May 05, 2017 12:55 PM  
**To:** Sean Lally; Connie Kacir; Kristina M. Vega; Barbara Friedrich  
**Subject:** Re: APOLOGIES  
**Attachments:** IGI Overview.pdf

Good afternoon everyone,

I know you've all been very busy during the City's transition phase. As have I with my move to Seattle WA.

I believe it best at this point to postpone Hot Rod Standoff III until June of 2018.

On another and equally more beneficial note:

I've been working with the [Institute for Government Innovation](#) at Texas State University and they'll be holding a presentation of Government Services on Friday May 19th, 2017 from 11:00am - 1:00pm w/Luncheon (Food/Drink will be provided) in the Texas State Geography Dept. Building.

I've been asked by their Director Rebecca Davio to help facilitate the introductory meeting on May 19th.

Also on the Invitations List will be The City of Lockhart, Taylor, Victoria.

The introduction will highlight Grant Services, Tourism Services, Contract Services, Intern Resources, etc.

I'll be coming back to Texas thru May 19th. Please RSVP (The Invitation is Also extended to City Staff/City Council Members

Rebecca Davio, 512 431-9119, [rebeccadavio@txstate.edu](mailto:rebeccadavio@txstate.edu)

-Temporary ID Passes will be issued with parking pass-

-Please See Attachment Below-

Sincerest Regards,

Joel Aaron Gammage  
(512)657-4616

*Joel Aaron Gammage*  
1- (512) 657-4616  
Owner/Producer/Event Coordinator  
[Hat Rod Productions](#)

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On Mon, Mar 27, 2017 at 7:03 AM, Sean Lally <[SLally@gonzales.texas.gov](mailto:SLally@gonzales.texas.gov)> wrote:

Good Morning Joel,

My apologies for any uncertainty that I may have caused. It has been a time of transition, but I wanted to assure you that both you and your show are welcomed here in this wonderful city.

If I can be of any assistance, at all, please contact me. I look forward to our meeting on Wednesday.

Have a great day!

**Sean Lally**

City Manager

City of Gonzales

P.O. Box 547

820 Saint Joseph St.

Gonzales, TX 78629

P:[830-672-2815](tel:830-672-2815) ext. 1200

[citymanager@gonzales.texas.gov](mailto:citymanager@gonzales.texas.gov)

[www.gonzales.texas.gov](http://www.gonzales.texas.gov)

CITY OF GONZALES



COME AND TAKE IT





TEXAS STATE UNIVERSITY  
**Institute for Government Innovation**

ADVANCING BRIGHT IDEAS

The Institute for Government Innovation (IGI) is a unique consultancy leveraging university resources to solve real-world problems and help students transition to careers.

Over the years, we have provided a broad array of services and recently have specialized in collecting, compiling, and analyzing numeric and written data. We turn this raw data into actionable information enabling our clients to make better, data-driven decisions. As an example, our analysis of a billion records changed previously unused government data into improved customer service and optimized resource allocation.

Recent projects include:

- Quantitative and geographic analysis using GIS
- Location analyses
- Digitized historic maps
- Predictive modeling to forecast staffing resource needs
- Primary and secondary research
- Policy analysis
- Online policy and procedure knowledge library
- Training to transition necessary knowledge skills to agency staff
- Research to influence policy decision making for legislative sessions
- Website usability analysis

Our clients choose IGI because we supply high-value services they don't have the time and/or expertise to perform. We have provided services for clients such as the Texas DPS, TxDOT, Texas DMV, TCEQ, the City of Gonzalez, the City of Austin, Travis County, several trade associations, and even private businesses.

These clients are satisfied, and the students we hire are happy, too. We recruit the best and brightest Texas State upper division, master's, and doctoral students, pay them competitive wages, and provide invaluable real-world experience that builds on theories taught in the classroom. The on-campus work environment allows students to better balance work with school, and the collaborative environment helps develop and hone many soft skills so important for professional success.

IGI is a stepping stone for our student workers to begin their career and an opportunity for our clients to get high-value, high-quality deliverables. IGI has the ability to handle small and large projects and can scale up quickly to meet customer demand. We provide a trustworthy and independent perspective on your issues and can be the best place to turn to, especially when a hiring freeze is in place. Contracting with IGI is streamlined by using Inter-Agency Contracts (IAC) or Inter-Local Agreements.

The Institute is currently headed by its director Dr. Rebecca Davio. Dr. Davio brings over 25 years of experience as an agent of change, implementing new approaches and service-oriented cultures in government.

For information about hiring the Institute for Government Innovation, please contact **Rebecca Davio**, 512 431-9119, [rebeccadavio@txstate.edu](mailto:rebeccadavio@txstate.edu)

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Texas State is the fifth largest public university in Texas, offering 98 bachelor's, 90 master's and 12 doctoral degree programs to more than 38,800 students at campuses in San Marcos and Round Rock. There are more than 1,200 faculty who worked to earn the Texas Higher Education Coordinating Board's designation of Emerging Research University in 2012. Texas State is an officially-designated Hispanic Serving Institution with 32 percent Hispanic students. It was also recently ranked as one of the top 30 friendliest four-year universities in *Military Times* annual "Best for Vets" rankings.