

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS' BUREAU
Gonzales Municipal Building, 820 N. St. Joseph Street
Thursday, November 19, 2021 ~ 1:00pm

Call to Order and Certification of Quorum

Chairwoman Dawn O'Donnell called the meeting to order at 1:04. A quorum was declared present.

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

Public Comments: Mr. Doug Phelan presented the radio recordings to the board. Liz Reilly played them for everyone. He talked about also running these radio ads in the San Antonio and Houston area. Gary Schurig at the Memorial Museum has seen people come in from hearing these ads.

ACTION ITEMS

- 1.1 Discuss, consider, and possible action approving the October 21, 2021 Regular Meeting minutes.** Jean Burns questioned the amount approved for the Pioneer Village agreement - it is \$10,000. Tami Erikson moved to approve the minutes; Barbara Crozier seconded. Motion carried.
- 1.2 Discuss, consider, and possible action on the agreement with the Crystal Theatre.** Holly Danz moved to approve the agreement with the Crystal Theatre; Andi Seger seconded. Wanting to add a line item to the budget for \$10,000 for the Crystal Theatre. This would mainly be for travel expenses for the Young Texians. Vote called; Barbara Crozier abstained from voting. Motion carried.
- 1.3 Discuss, consider, and possible action on renewing T.I.T.A. (Texas Independent Trail) Membership.** This membership provides a great connection to the Alamo. Barbara Crozier moved to approve the renewal; Holly Danz seconded. With a \$150, we will receive a free membership. Vote was called; motion carried.
- 1.4 Discuss, consider, and possible action, discussion and direction regarding date for a lunch and learn to be January 20th at 11:30am from the Texas Travel & Tourism Industry. GCVB will have TTIA for a lunch and learn on the purpose and correct uses of HOT funds in the amount of \$1500.** Jean Burns moved to approve this lunch and learn; Andi Seger seconded. The lunch will cost \$1500. Hoteliers and the public will be invited to attend. There is a travel and training line item in the budget that can be used for this lunch. Vote was called; motion carried.
- 1.5 Discuss, consider, and possible action on RFP/Q Wayfinding Signage.** The RFP/Q was presented to the board for their review. A committee is being organized to help with this project once a company has been awarded the bid. No action is needed – if there are any needed edits, send to Liz Reilly by Dec. 6th.

STAFF/BOARD REPORTS

2.1 JB Wells. No report at this time.

2.2 Chamber of Commerce & Visitor Center. Chamber director did express appreciation for the budget increase, as it was approved by City Council. Chamber is prepping to help with Winterfest. Chamber also helped with the recent Veterans Day lunch. Light remodeling has started on the new Chamber building. Working on the minimum requirements needed to get them into the building. Hoping to be in mid-February. Mike Huckabee's video about Gonzales has been circulating – calling us the Come and Take It town.

2.3 Main Street & Tourism Director. Working with BattleRods as they prepare for their car show on November 20th. District clean up will also be November 20th. Expecting around 400 people at the car show. Coupon flyer handed at the recent Barn Sale was a big hit – hoping to work with local businesses on gathering/preparing something like this anytime a big event is in town. Also prepping for Winterfest – lot of fun activities are planned. Shiner St. Paul theatre group will be performing at the Crystal Theatre on Dec. 6th.

2.4 Financials. Stands as-is.

2.5 Request for Agenda Items. Communication clarification for downtown businesses, central location to purchase tickets for City events.

Set date and time of next regular meeting. December 16, 2021 at 1pm

Holly Danz moved to adjourn the meeting, Tiffany Hutchinson seconded. Meeting adjourned at 1:57pm.

Holly Danz, Secretary