

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, October 13, 2016

City Hall ~ 820 St. Joseph

12:30pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30pm. A quorum was declared present.

Members present: Barbara Crozier, Paul Frenzel, Chris Kappmeyer, Ken Morrow, Ann Covert, Holly Danz; **Members absent:** Dawn O'Donnell, Alison Guerra, Clint Hille; **Ex officio present:** none; **Staff present:** Jesse Holt, Marketing Consultant; **City Officials present:** Genora Young, GEDC President; **Guests:** Joel Aaron Gammage, Billy Bob Lowe, Bo Davis

Public Comments:

Barbara Crozier presented the newest member to the board, Holly Danz. Holly Danz then gave a brief introduction on herself and what brought her to the Convention and Visitors Bureau board. Barbara Crozier asked all the members and guests present to introduce themselves. Barbara Crozier spoke in regards to the bureau's budget, and that for the first time, a member of the bureau was involved in the budget planning. Due to budget constraints, this bureau needs to stay within this year's budget as it was over spent last year. This year's total budget is \$45,000. As a board, this group can only approve up to \$2,499 for any one event. Anything over that goes to the City Council for approval. Also, the hope is that events are only funded for 3 years, and that after that, the event can stand alone to fill hotel/motel rooms and be successful. First event can be funded 100% of their request, and that amount should go down each year. Chris Kappmeyer spoke about events that occur in other cities/towns. He spoke that there were great events out there, but finding the people to spear head the events is the challenge. He hopes to find people like Joel Gammage that can put on productions/events, and this board can help get those events off the ground. We need to be able to champion new events.

1. Approval of Minutes: The minutes of the July 14 and August 23, 2016 meetings were approved unanimously without corrections.

Action Items:

2. **Application for funding from Hat Rod Productions.** Joel Gammage with Hat Rod discussed publications that spotlighted his event in Gonzales, and promoted the Gonzales visitor link. He presented numbers from hotels as to how many rooms were filled during his event, as well as a survey his group conducted as to whether the attendees would be staying in hotel rooms. Mr. Gammage brought up the fact that the hotels actually dropped their rates during the event. This is something that needs to be communicated with the hotels that this is not expected of them. Chris Kappmeyer mentioned that he and Mr. Gammage had spoken previously, and that Joel would like to assist in anyway with someone who may want to bring a new event to town.

Mr. Gammage would like to partner with an organization in town to bring monthly/regular events to the downtown area. Barbara Crozier called for a motion on the request of \$2499. Last year, this event was funded at \$2499. Ann Covert motioned to fund the event at the full request of \$2499, seconded by Paul Frenzel. As the vote was being called, Chris Kappmeyer voiced an amendment to the motion to reduce the funds to \$2000, due to the tighter budget constraints and the need to fund new events. Ms. Covert did remark that Hat Rod has done an excellent job with their event, and did accept the friendly amendment to reduce the funding to \$2000. Barbara Crozier called the vote; motion passed unanimously to fund Hat Rod Productions at \$2000.

3. **Application for funding from Independent Cattleman Association.** Billy Bob Lowe discussed equipment and materials that ICA has bought in the past for these sales, and then donated to the arena for future use. Room stays have increased from 2014 to 2015. Room stays are expected to be even higher this year. Chris Kappmeyer asked if the event has been profitable in the past. It has, and that money is put towards scholarships. Last 4 of 7 years, this board has funded the event. Barbara Crozier called for a motion on the request of \$2499. Ken Morrow moved to approve the request as submitted at \$2499; Holly Danz seconded. Chris Kappmeyer offered an amendment to fund at \$1500. Ken Morrow offered to fund at \$2000, and Chris Kappmeyer agreed. Barbara Crozier called for the vote; motion passed unanimously to fund the ICA event at \$2000.
4. **Application for funding from DVS Productions.** Bo Davis discussed his bullriding event. Biggest change for this event is the date; moving from a July date to an April date. 1st part of the event is held on Friday night and those proceeds go to Norma's House; cookoff Saturday morning and golf tournament during the day, proceeds go to Meals on Wheels; main bullriding event Saturday night and afterparty at a downtown venue. \$8,000-\$10,000 have been given to local charities from the past events. Barbara Crozier called for a motion on the request of \$5000. Ken Morrow motioned to fund the event in full. Barbara Crozier reminded everyone that this request would have to go to council for approval, since it's higher than \$2499. With no second, Chris Kappmeyer offered a new motion to fund this event at \$2000; seconded by Ann Covert. Ken Morrow noted that this event puts money back into the community with the charitable donations. Barbara Crozier called the vote; motion carried for funding at \$2000.
5. **Election of Officers.** Chairman, Vice Chairman, Secretary, and Parliamentarian needed. Holly Danz asked for explanation of duties for each officer. Barbara Crozier went thru duties of officers. Chris Kappmeyer nominated Ann Covert for secretary; she declined. Chris Kappmeyer nominated Holly Danz for secretary and Ann Covert would remain parliamentarian. Both ladies accepted. Chris Kappmeyer nominated Ken Morrow for vice chair; he accepted. Chris Kappmeyer nominated Barbara Crozier to remain chair; she accepted.

Reports

6. **Post Event Form Report from Gonzales Main Street.** Genora Young discussed the report in Barbara Friedrich's absence. Events went over very well; report reflects the success.

7. **Report by Marketing Consultant.** All ads for the rest of the year have been submitted. Barbara Crozier requested ad copy to be presented at board meetings, so members can view. Austin billboard has not been approved as the colors are not coming out correctly on proof. Awaiting new proof. Jarrell board is rotating Experience it and Savor it. Should add fall event and Winterfest event; and possibly a Pioneer Village board and a historic homes tour board. TTIA event had good discussions on economic impact; current economy is static. No big changes after elections. Travelers are not interested in augmented reality (Pokemon, etc). Suggested putting together a top 32 list of things to do in Gonzales. Members are asked to bring some ideas to next meeting. Rick Green video is still pending until a useable version is obtained. Ann Covert brought up the radio stations starting up again, and asked for Jesse Holt to look into the local radio stations to see what impact it could have for this board and for Gonzales. Report from Old Jail about visitors: September 577; 2-day Come and Take It 3170; YTD 10873; LY 9931.
8. **Report from advisory members on Event Development.** Lots of ideas for new events, but not a lot of volunteers to help get these events up and running. Ideas: Twilight cemetery tour. To increase heads in bed, we need special events. Maybe take a successful event and tag on an extra event.
9. **Report on Upcoming Events.** ICA sale, Happy Fall Y'all, Rusted Gingham Barn Sale. Barn sale should also be added as a billboard.
10. **Financial Report.** Barbara Crozier asked members to please study before next meeting to try to understand the trends. Genora Young stated that projections were much higher than what was actually collected. Again, hotels dropping their prices is hurting the economy just as much as the decline in the number of rooms rented out. Chris Kappmeyer brought up two things: Would like a recap on numbers from Come & Take It and why is this board named what we are named.
11. **Staff Report.** Gonzales is up for an award the week of Nov. 7th. Genora Young threw out an idea of cake balls as cannon balls. Suggested doing a whole weekend/culinary event based on Cannon Balls.
12. **Set date and time of next regular meeting.** To Be Decided

Chairman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Holly Danz, the meeting was adjourned at 1:45pm

Holly Danz, Secretary