

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU
Gonzales Municipal Building, 820 N. St. Joseph Street
Thursday, October 21, 2021 ~ 1:00pm

Call to Order and Certification of Quorum

Vice Chairwoman Dawn O'Donnell called the meeting to order at 1:05. A quorum was declared present.

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

Public Comments: Mr. Doug Phelan asked if anyone had heard the new museum radio ads that are currently running.

ACTION ITEMS

- 1.1 Discuss, consider, and possible action approving the September 3, 2021 Regular Meeting minutes.** Suzanne Sexton moved to approve the minutes, Holly Danz seconded; motion carried.
- 1.2 Discuss, consider, and possible action for election of Officers for the upcoming 2021-2022 Executive Board year.** Barbara Crozier moved to appoint Dawn O'Donnell as chairperson, Andi Seger seconded; motion carried. Holly Danz moved to appoint Andi Seger as vice chairperson, Dawn O'Donnell seconded; motion carried. Dawn O'Donnell moved to appoint Holly Danz as secretary, Suzanne Sexton seconded; motion carried.
- 1.3 Discuss, consider, and possible action on the Agreement with Preservation Gonzales/Gonzales County Jail Museum.** Barbara Crozier moved to approve this agreement, Holly Danz seconded. This agreement will be for the same previous amount. Motion carried.
- 1.4 Discuss, consider, and possible action on the Agreement with Pioneer Village Living History Museum.** Barbara Crozier moved to approve this agreement, Andi Seger seconded. Motion carried.
- 1.5 Discuss, consider, and possible action on the Agreement with Gonzales Daughters of the Republic of Texas.** Holly Danz moved to approve this agreement, Andi Seger seconded. Motion carried.
- 1.6 Discuss, consider, and possible action regarding Annual Funding Agreement between the City of Gonzales and the Gonzales Chamber of Commerce for a funding request that will increase the budgeted annual amount to \$66,692.15 from \$43,475.26.** Suzanne Sexton moved to approve this request, Holly Danz seconded. Brad Cox spoke to the increase in the request. Chamber needs additional funds to help with staff, with the hopes that there will be more business in the Chamber office as everyone starts coming out of the pandemic. Motion carried.
- 1.7 Discuss, consider, and possible action on the Resolution for GCVB to partner with Main Street to create a clerical assistant position.** Suzanne Sexton moved to approve this resolution, Holly Danz seconded. Barbara Crozier spoke in favor of this position. Director needs clerical support in

order to be the most effective in the direction position. Dawn O'Donnel also favored the resolution, as the director should not be doing the multiple clerical duties. Motion carried.

1.8 Discuss, consider, and possible action regarding a funding request from Manny Patel of Days Inn in the amount of \$750. Barbara Crozier moved to approve this request, Andi Seger seconded. Mr. Patel was able to give hotel rooms to Come and Take It vendors at the last minute. However, the rooms were provided as an in-kind sponsorship for the Come and Take It Celebration. Motion failed.

1.9 Discuss, consider, and possible action regarding a funding request from Brian Gibson of the Alamo Society in the amount of \$432.80 for travel expenses incurred while traveling for storytelling at the Gonzales Come and Take It Celebration. Barbara Crozier moved to approve this request, Andi Seger seconded. This helps strengthen our connection to the Alamo. Motion carried.

1.10 Discuss, consider, and possible action regarding a funding request from Jay Perales for the upcoming Rot Rally in the amount of \$8,000. Suzanne Sexton moved to approve this request, Holly Danz seconded. Mr. Perales spoke regarding bringing his car show to Gonzales. Will be held at JB Wells on 11/20/2021. At his other shows in Central Texas, he brings in 3000-4000 people per event. This would be first year in Gonzales; expecting around 150 entries. 5-year plan would be 600 entries. It is an open show – all kinds of cars will be allowed. Total budget of \$9800, asking for \$8000. He has spoken to local car club. He does expect some people to stay overnight. Barbara Crozier noted this amount is very large for a first-time event, could possibly discuss a smaller amount to start. Suzanne Sexton amended her motion to fund \$1,000, Barbara Crozier seconded. Motion carried for the amended amount.

1.11 Discuss, consider, and possible action regarding the funding request for Rusted Gingham Barn Sale by Suzanne Sexton in the amount of \$2200. Andi Seger moved to approve this request, Holly Danz seconded. This funding will be for music, ads, and photography. Motion carried.

1.12 Discuss, consider, and possible action regarding the funding request for Women Rise Up Event by Andi Seger in the amount of \$2315. Holly Danz moved to approve this request, Dawn O'Donnell seconded. Being a newer event to Gonzales, may consider a lesser amount. Holly Danz amended to \$1500, Suzanne Sexton seconded. Motion carried for the amended amount.

DISCUSSION ITEMS

2.1 Discussion and direction regarding date for a lunch and learn from the Texas Travel & Tourism Industry. A formal bid from the instructor of the lunch and learn had not been received yet. Tourism Director will gather more information on possible meeting and report at next meeting.

2.2 Discuss, consider, and possible action on the Resolution for Wayfinding Signage. This item was tabled.

WORKSHOP

3.1 Presentation and discussion regarding Destination Gonzales Proposal from Cygnet Strategies. Cygnet Strategies discussed a whole plan for Gonzales and their signage needs. In 2017, they presented a plan and economic impact study to EDC and formal proposal was created, but nothing

ever moved forward. Cygnet suggests there should be a one-plan approach for marketing and signage, to keep everything streamlined. All entities should be involved – Main Street, Tourism, EDC, City, etc. There should be a focus on JB Wells as it has a large economic impact to the area. Wayfinding signage would be part of this overall plan. Local streets dept. could fabricate signage, and then maintenance them. Using Cygnet Strategies would save a lot of money compared to the original company that was selected by this board. Project would need all entities' support, especially the City.

STAFF/BOARD REPORTS

4.1 JB Wells. Events are on-going. Big cattle sales, barn sale coming up. Working to get bigger events in. Prevost Coaches will be coming next November and hold their annual show/meeting here. PBR event will be first weekend in May. A couple of private individuals working on monetary & equipment donations to JB Wells. Currently working to receive material to fix RV spots and roadways. A donation may be coming from EOG oil company for material. County and City will do the road construction. LED sign will be pressure-washed soon.

4.2 Chamber of Commerce & Visitor Center. No report at this time.

4.3 Main Street & Tourism Director. Working to schedule TTIA lunch and learn for board members. Still working to update website and work thru those issues. A subcommittee will be chosen to work on destination proposal.

4.4 Financials. Stands as-is.

4.5 Request for Agenda Items. TTIA lunch and learn.

Set date and time of next regular meeting. November 18, 2021 at 1pm

Holly Danz moved to adjourn the meeting, Andi Seger seconded. Meeting adjourned at 2:41pm.

Holly Danz, Secretary