

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU  
Gonzales Municipal Building, 820 N. St. Joseph Street  
Friday, September 3, 2021 ~ 1:00pm

**Call to Order and Certification of Quorum**

Chairwoman Jean Burns called the meeting to order at 1:05. A quorum was declared present.

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

**Public Comments:** Mr. Doug Phelan spoke about his recent visit to the Memorial Museum and how he enjoyed Gary Schurig's storytelling. He later called KLBJ in Austin about placing an ad advertising the museum, using Gary's stories. He thinks it would drive people to Gonzales. Mayor Kacir spoke towards JB Wells Park. It is not being utilized to its full potential. Contact has been made with venue management companies that have experience managing facilities/venues such as JB Wells. This project will go out for RFQ. Hoping for proposals to be received in the next 60 days or so. Mayor also spoke towards a request that had been made from Mr. Patel, seeking a reimbursement for expenses he incurred in helping promote the recent Monster Truck Show. Mayor informed Mr. Patel the request could not be approved since the event had already passed. Any requests for funds must be made prior to event date.

**ACTION ITEMS**

1. **Discuss, consider, and possible action approving the July 15, 2021 Regular Meeting minutes.**  
Dawn O'Donnell moved to approve the minutes, Jean Burns seconded; motion carried.
2. **Discuss, consider, and possible action regarding application received from Doug Phelan regarding radio advertisements for the Gonzales Memorial Museum and 1<sup>st</sup> weekend events in Gonzales in September (C&TI), October (Barn Sale), and November (Winterfest) in the amount of \$3900.** Dawn O'Donnell moved to approve the application; Tami Erickson seconded. Suzanne Sexton questioned the timing to get the spaces recorded and ready to air to meet the above event dates. Ads would run 13 consecutive weeks. Because of the delayed timing, ads would run into Christmas time, but that is not necessarily a bad thing for future advertising. Voted was called; motion carried.
3. **Discuss, consider, and possible action regarding a request to the City Council to raise the Board's funding approval limit of \$5000 in expenditures to \$10,000 without needing further City Council approval.** There have been time delays in getting applications pushed thru the approval process, due to meeting schedules (tourism and City Council). Because of that, this board would like to increase the amount it is able to approve on its own accord to \$10,000. However, all projects must be approved by City Council. Since "project" funds are already approved when the yearly budget is approved, the board may be able to approve on their own accord. Holly Danz moved to approve the request to increase the board's funding limit; Dawn O'Donnell seconded. Further discussion followed. Future budgeted items would need to be more specific as to what they can cover to help with this. Vote was called; motion approved.

## DISCUSSION ITEMS

1. **Discussion and direction regarding the process for possible commissioning of mural paintings for side of new Chamber of Commerce building, for side of Peach Creek Antiques, and new paint on old murals on side of old Dudley Hoskins building and other possible buildings.** Would need funds and art decisions so the board would know how to move forward with this project. Cuero will be contacted to see who they use to paint their murals. A sub-committee may need to be formed to gather more information. Could possibly reach out to the high school art club. Suzanne Sexton volunteered to help with this project. Will list on next month's agenda for follow up.
2. **Discussion and direction regarding the condition and status of the advertising on the IH10 billboard and electronic billboard on Hwy 183 at 90A.** Awaiting artwork for digital billboard. Still wanting to change the IH-10 billboard location. The DRT board on the Kapavick property is still undetermined.
3. **Discussion and direction regarding staff processes for agenda items approved by the CVB to be presented to City Council.** For items with a large dollar amount, there would need to be a request to put out an RFQ from City Council to garner competitive bids. For the recently voted upon wayfinding signage, this project will need an RFQ to proceed. Also discussed the combination of Main Street director and Tourism director, and the need for administrative help. A sub-committee was formed to focus on this – Dawn O'Donnell, Jean Burns, Holly Danz.

## WORKSHOP

1. **Presentation and discussion regarding departmental budget requests for fiscal year beginning October 1, 2021, ending September 30, 2022.** Final budget not yet approved. More to come on this.

## STAFF/BOARD REPORTS

1. **JB Wells.** Digital signage is operational and is being utilized to advertise park and city events. Recent Region 6 rodeo was successful. Lots of positive feedback. Hoping to keep Jr. High State finals here but would need to make park improvements and would need to be done quickly. Washeteria is set up and functional. Otherwise, facilities are booked. Currently working to make improvement across all of JB Wells, not just the arena.

2. **Chamber of Commerce & Visitor Center.** Chamber will be moving into their new building after Come & Take It, without making major renovations at this time.

3. **Main Street & Tourism Director.** Reviewed some invoices and contracts entered into by our former Tourism Director. Some of these may need to be renegotiated or canceled per legal advise. Suggestions were made for links to the [TourTexas.com](http://TourTexas.com) website. Tourism financials were discussed; there is a concern that our revenues will likely remain the same as last year, with the possibility of more delinquent hoteliers. For the disc golf course, it was recommended that the board ask City Council to collect a reservation fee since it has become so popular. The ongoing JB Wells litigation has been settled and there was discussion about putting more focus on improvements to JB Wells arena and expo, for putting heads in beds, rather than spending time and funds on a baseball venue. CASA cookoff will be September 9<sup>th</sup>, to be held at the arena. This group had to cancel last year. Sarah Tenberg will host breakfast for the group. Director highlighted areas of interest from some recently attended workshops.

One such item involved lighting the top of a tall building or hill with GONZALES in lights to be seen from afar for travelers at night. More to come on this.

**4. Financials.** Previously discussed during director's report.

**5. Request for Agenda Items.** Discuss advertising that is already in place for the fall.

**Set date and time of next regular meeting.** September 16th, 2021 at 1pm

Chairwoman adjourned the meeting at 3pm.

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Holly Danz, Secretary