

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, September 14, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Clint Hille, Holly Danz, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel, Ann Covert, Ken Morrow; **Members absent:** Alison Rodriguez; **Ex officio present:** none; **Staff present:** Barbara Friedrich, Anne Dollary, Sami Jo Warren; **City Officials present:** Genora Young; **Guests:** Kat Penrose

Public Comments: Chairwoman Crozier announced that a full-time Tourism Director had been chosen, and that person is Clint Hille. Clint stated that he's excited to get to work to promote our community assets. Chairwoman Crozier would like to put together a set of goals for the tourism director to work towards in this new position. Ann Covert shared information from a recent study on brochure facts to reiterate the importance of our tourism brochures.

Approval of Minutes

1. Approval of Minutes: The minutes of the August 10, 2017 meeting were approved as presented.

Action Items

Reports

2. **Update on Home and Garden Shows.** Houston Home and Garden Show scheduled for September has been cancelled and rescheduled for October 21-22. San Antonio show is still scheduled for November 18-19. Will be looking for volunteers to work the booths. This board has worked with EDC to update the old trade show booth with new designs and graphics, and will be used for these shows.
3. **Update on Spring Garden and Grounds Tour.** As of now, there are enough houses to have this tour but Dawn is not able to spearhead this event. Will work this with the tourism director to partner with another event to make a long weekend. No specific date set yet. Hope to have details ready to offer to Winterfest visitors.
4. **Update on Winterfest Activities.** Winterfest home tour brochures should be ready before Come and Take It; new Pioneer Village brochure ready as well. Parade will be on Saturday, the 7th at 7pm. Kids activities, library will be open, breakfast with Santa. Organ concert will be at 4pm.

5. **Report of appointment/reappointment of GCVB board members.** Dawn O'Donnell, Holly Danz, Barbara Crozier, and Paul Frenzel are all up for reappointment, and have all requested to be reappointed. Will be voted on at the next council meeting.
6. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Would like to be able to utilize the Gonzales tv channel in town to show video and other events/advertising to inform visitors about what to do in town. Should partner with EDC to see about getting this channel updated and content loaded.
7. **Report on Occupancy Trends.** Barbara Friedrich reported on Hotel/Motel tax that should have been collected thus far. There is a shortfall of roughly \$27,000 of what should have been collected vs. what has been collected. This issue is being addressed. Occupancy trends are up.
8. **Report from Anne Dollery on the Expo Center at JB Wells Park.** Expo is busy right now with weddings; C&TI coming up, Man Event, circus, Festival of Lights.
9. **Report from advisory members on Event Development.** Would like to expand the Barn Sale in November; possible Texas history event in March; enhance the gun collection.
10. **Report from Gonzales Memorial Museum.** No report.
11. **Report on Upcoming Events.** First Shot Cook-off September 15-17, Come & Pull It September 15-16, Laurel Ridge Open House September 30, Come & Take It Celebration October 6-8, Happy Fall Y'all October 21, Festival of Lights October 28, Rusted Gingham's 10th annual Barn Sale November 10.
12. **Financial Report.** Clint Hille will be working on getting the financials better organized and more understandable.
13. **Call for new agenda items for the following meeting, by members.** New member to replace Clint Hille on the board, as well as Clint Hille resignation.
14. **Staff Report.** New brochures sent to all travel information centers that are supposed to house our brochures.
15. **Set date and time of next regular meeting.** October 12, 2017 at 12pm.

Chairwoman asked for a motion to adjourn. Clint Hille moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:06pm.

Holly Danz, Secretary