

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, February 12, 2015
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of January 8, 2015.
4. Discuss and Consider Hotel Occupancy Tax Funding Application from Come & Take it Committee.
5. Discuss and Consider Hotel Occupancy Tax Funding Application from DVS Productions.
6. Discuss and Consider Hotel Occupancy Tax Funding Application form David DeMent.
7. Discuss and Consider purchasing marketing bags.
8. Discuss and Consider Billboard on I-10.
9. Discuss and Consider advertising in the Dallas Child, Fort Worth Child, and North Texas Child Summer Fun Map.
10. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
11. Report from Dawn O'Donnell and Ken Morrow on recommendation to City Council.
12. Report on Upcoming Events.
13. Financial Report.
14. Report from Committee Members and Staff.
15. Next regular meeting will be March 12, 2015 at 12:30 p.m.
16. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 10th day of February, 2015 at 1:45 a.m./p.m. and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed February 12, 2015 at 1:45 p.m.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.


Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, January 8 , 2015

City Hall, 820 St. Joseph

12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:30 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel; **Members absent:** Alison Guerra Rodriguez, Meena Patel, Brandy Eggar; **Ex officio Present:** Barbara Friedrich of Main Street, Daisy Scheske of the Chamber of Commerce; **Staff Present:** Tim Patek, Liaison - Parks and Recreation, Loretta Shirley, Marketing Consultant; **City Officials:** Mayor Robert Logan; **Guest:** Richard Green.

2. There were no public comments.

3. The Minutes of the December meeting were approved as presented.

4. Discussion was had as to the issue raised in the December meeting regarding response to any comments from the public regarding actions of the Committee. A procedural document will be drafted for consideration.

5. The marketing records were provided. Discussion was had as to the process for booking tours and a process for discounts for shopping and spending more time in Gonzales. The Chairman appointed a committee to research and propose a marketing package that will include coupons and items of interest. **Action:** Committee appointed to bring proposal: Daisy Scheske, Ken Morrow, Barbara Friedrich, Loretta Shirley and Chris Kappmeyer.

6. Report on upcoming events included interest in early advertising for the Historical Reenactment set for 2016. Dutch Oven Cook Off will be held in April. Texas Independence Relay will be held March 27 starting at the Gonzales Memorial Museum. The Annual Chamber of Commerce Banquet is set for January 30. The next Lunch and Learn is set for February 20 where we will host officials of the Texas Lodging Association for the program on the Hotel-Motel tax laws and information. We were encouraged to help get people out for this meeting.

7. The Financial Report was reviewed.

8. a) The Expo Center – In the January Council meeting, the Conference Center was approved by City Council. Construction of a 21,000 sq. ft. facility is scheduled to begin in 2015. This Committee has interest in its success and discussion was had as to a feasibility study, and a possible events- presale program. The Chairman asked for a task force to create a statement for consideration by the committee. The statement's intent would be to encourage City Council to investigate the need for a feasibility study and the hiring of a professional sales person to presale the space before completion. **Action:** Task Force appointed to create a statement and report back to Committee. Dawn O'Donnell, Ken Morrow.

b) Discussion was had with regard to the relationship between this Committee and the Visitor's Center.

9. The next regular meeting is scheduled for February 12, 2015 at 12:30 p.m.

10. There was no other business to come before the Committee. With a motion by Dawn O'Donnell and a second by Chris Kappmeyer the meeting adjourned at 1:40 p.m.

Handouts: Handouts are not attached to these minutes but made a part hereof. Please refer to your packets with the Agenda for the meeting 1/8/2015.

1. Marketing Schedule with Updates (Shirley)
2. Financials – to December, 2014 (City Finance Department)
3. Letter to Clint Hille

Ann W. Covert, CPM, Secretary

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2014 - 09/30/2015**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014	\$5,000.00	\$5,000.00
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	\$1,500.00
Rusted Gingham Approved by Committee 10/16/2014	\$2,000.00	\$2,000.00
Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014	\$2,500.00	
Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014	\$10,000.00	\$1,913.23
TOTAL	\$21,000.00	\$10,413.23
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$21,000.00	\$10,413.23
AVAILABLE FUNDS	\$4,000.00	\$14,586.77

APPLICATION

Organization Information

Date: October 2, 3, & 4

Name of Organization: Come and Take It Committee

Address: 414 St. Lawrence Street

City, State, Zip: Gonzales, Texas 78629

Contact Name: Daisy Scheske Chamber of Commerce

Contact Phone Number: 830.672.6532

Web Site Address for Event or Sponsoring Entity: www.GonzalesTexas.com

Is your organization: Non-Profit X Private/For Profit _____

Tax ID #: 74-0648360 Entity's Creation Date: 1/1/1987

Purpose of your organization: To commemorate the firing of the first shot of Texas Independence and attract visitors to Gonzales to support not only the celebration but local businesses. Of special note, 2015 will be the 180th anniversary of battle.

Name of Event or Project: Come and Take It Celebration

Date of Event or Project: October 2, 3, & 4 2015

Primary Location of Event or Project: Downtown Gonzales, Texas

Amount Requested: \$20,000

How will the funds be used? Funding will be used to book various entertainment including bands, musicians, with a focus this year on family events such as clowns, kid-friendly performances and games.

Primary Purpose of Funded Activity/Facility: The primary purpose is to enhance the entertainment footprint of the celebration which will draw a larger crowd to the Gonzales area eager to do business.

Percentage of Hotel Tax Support of Related Costs

10.45% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

 - Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for the Funded Event.

 - Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities -

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:
*Music Entertainment/ Children's entertainment

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? _____ - _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? -

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

Questions for all Funding Requests:

Expected Attendance: 15,000-20,000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 500 plus

How many nights will they stay? 3

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
HOT	10/2014	\$5,000.00	500-550
HOT	10/2013	\$4,516.08	450-500
EDC	10/2012	\$4,000.00	N/A

How will you measure the impact of your event on area hotel activity?

We will contact hotel owners and track impact via social media outlets.

Please list other organization, government entities and grants that have offered financial support to your project: Private and Corporate Sponsors

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising X Newspaper X Radio X TV

Press Release to Media X Direct Mailing to out of town recipients X

Other Social Media

What areas does your advertising and promotion reach?

People living and working within an 80 mile radius for print/radio advertising, statewide via our social media outreach.

What number of individuals will your proposed marketing reach that are located in another city or county? 40,000-50,000

(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: _____ - _____ (Please note percentage of those
in Attendance that are Staying at Area Hotels/Lodging Facilities: _____ - _____

APPLICATION

Organization Information

Date: February 6, 2015
Name of Organization: DVS Productions
Address: PO Box 96
City, State, Zip: Gonzales, TX 78629
Contact Name: Bo Davis / Shelly Davis
Contact Phone Number: 512-921-0018 / 719-338-5169
Web Site Address for Event or Sponsoring Entity: www.pbrgonzales.com
Is your organization: Non-Profit Private/For Profit X
Tax ID #: Entity's Creation Date: 1994
Purpose of your organization: Produce professional bull riding / rodeo events.

Name of Event or Project: PBR Gonzales
Date of Event or Project: Saturday July 11, 2015
Primary Location of Event or Project: JB Wells Arena
Amount Requested: \$5000.00
How will the funds be used? Advertising and Marketing of event (see attached media plan)

Primary Purpose of Funded Activity/Facility: To promote a Professional Bull Riding event in the City of Gonzales

Percentage of Hotel Tax Support of Related Costs

8% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax
0 Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy Tax for
the Funded Event.
0 Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the
Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the
funded event(s) compared to other activities

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

X

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**

100%

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? 45 contestants / 60 Stock Contractors

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? 100%

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?
A majority of contestants will stay Saturday and Stock Contractors Fri & Sat

Questions for all Funding Requests:

How many years have you held this Event or Project: 5yrs

Expected Attendance: 2000 - 3000

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? 3%

How many nights will they stay? 1-2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Holiday Inn Ex / Sleep Inn , 20 rm nights

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Gonzales	7 / 2012	\$3000	50 est
Gonzales	7/ 2013	\$3000	50 est
Gonzales	7 / 2014	\$6000	65 est

How will you measure the impact of your event on area hotel activity?

Host hotel sources

Please list other organization, government entities and grants that have offered financial support to your project: N/A

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising \$8000 Newspaper X Radio X TV

Press Release to Media X Direct Mailing to out of town recipients

Other PBR Gonzales Website / PBR Website / Social Media

What areas does your advertising and promotion reach?

Gonzales / Victoria / San Antonio / Austin / Yoakum / Shiner / Hallettsville

What number of individuals will your proposed marketing reach that are located in another city or county? 800K +

(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: 2500 (Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: 3%



February 4, 2015

**PBR Gonzales Bull Riding 2015
Media and Marketing Plan**

RE: H.O.T Funding

Our proposed Media and Marketing plan includes the media buy from sponsorship trades, and what we plan to use the HOT funding to budget for media buys and marketing materials to promote the PBR event in outer lying areas. Our Media Buy expenses for 2014 were well over \$7,000. We are planning to be in the same range this year.

The following is a Schedule of Activities that will take place during the weekend of the event and encourage people to stay for the duration of the weekend.

- Fri. July 10th 7:30 p.m. - PBR Calcutta at Running M Bar & Grill
Benefitting Normas House
- Sat. July 11th 9:00 a.m. "Riders Cup" Golf Tournament
Benefitting Gonzales County Meals on Wheels
- Sat July 11th 10:00 a.m. Bucking Bull Futurity
A new event this year , free to the public
- Sat. July 11th 5:30 p.m. Doors Open 7:30 p.m. - PBR Gonzales Bull Riding
- Sat. July 11th 10:00 p.m. Official PBR After Party

Thank You,

Bo Davis
DVS Productions



PBR Gonzales Bull Riding 2015
Proposed Media and Marketing Plan

- Media Print: **\$6,000 in-kind sponsor – The Gonzales Cannon** (*sponsor trade*)
Victoria Advocate
Shiner Gazette
Yoakum
Hallettsville Herald
Molton Eagle
- Radio: **\$3,500 in-kind sponsor – KCTI** (*sponsor trade*)
Victoria and surrounding area – KIXS
Victoria and surrounding area - Tejano Station
San Antonio Y100
- Web: **www.pbrgonzales.com website**
Posted and linked on the PBR website pbr.com
Posted and linked on Gonzales Chamber website
- Social Media: **Facebook.com/pbrgonzales**
- Print: **300 Posters distributed**
2,000 Flyers distributed
Table tents in local restaurants and bars
- Promotions: **PA reads and signage at the PBR Bull Riding at Cowboys**
Dancehall in San Antonio
Magnets displayed on 20 vehicles
Decals on 27 Stewart Trucking semi's

Proposed Paid Media Buy: \$7,000

The Victoria Advocate

- "Our circulation: Monday, Tuesday, Thursday, Friday, Saturday, 31,927; Wednesday, 32,155; and Sunday, 33,368. We average 3 readers per copy daily and 3.1 on Sundays (avg. 90,000 readers per day) \$1,500

Shiner, Yoakum, Hallettsville and Molton - 2 weeks in each publication \$600

Victoria – KIXS/JACK – 160 - 30 sec spots reaching over 250,000 listeners in South TX
Costing approx. \$1,900

Univision - KXTN 40 sec spots \$1,500

San Antonio – Y100, Est. Costs \$1,500

Submit to:

City of Gonzales
Attention: Tourism Advisory Committee
P. O. Box 547
Gonzales, Texas 78629
830-672-2815

For Questions Contact:

Tim Patek
Parks and Recreations Director
P. O. Box 547
Gonzales, Texas 78629
830-672-3192

APPLICATION

Organization Information

Date: _____

Name of Organization: N/A

Address: 221 Saint Francis St.

City, State, Zip: Gonzales, Tx 78629

Contact Name: David DeMent

Contact Phone Number: 512 576-5868

Web Site Address for Event or Sponsoring Entity: _____

Is your organization: Non-Profit _____ Private/For Profit ☒

Tax ID #: _____ Entity's Creation Date: 10/14/59

Purpose of your organization: A firm belief that quality of life drives sustainable economic growth.

Name of Event or Project: ~~XXXXXXXXXX~~ tree planting

Date of Event or Project: ~~XXXX~~ ASAP

Primary Location of Event or Project: Independence Park

Amount Requested: \$750

How will the funds be used? To purchase 50 redbud trees to finish the trail at Independence Park. The Festival is to be patterned on a mini Texas Parks and Wildlife Expo/Cherry Blossom Festival. It will give kids a chance to get their hunting, golf, certifications.

Primary Purpose of Funded Activity/Facility: demonstrate dogs and falconry, fishing, boating, archery, black powder guns, scouting, etc. you get the picture, but first the trees.

Percentage of Hotel Tax Support of Related Costs

50% Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy

Tax for _____ the Funded Event.

✓ Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:

5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

6. **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? _____

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

Questions for all Funding Requests:

How many years have you held this Event or Project: planting of Redbuds started
Expected Attendance: See attached articles 6 yrs ago

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? _____

How many nights will they stay? _____

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: NO

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

How will you measure the impact of your event on area hotel activity?

Please list other organization, government entities and grants that have offered financial support to your project: _____

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising _____ Newspaper _____ Radio _____ TV _____

Press Release to Media _____ Direct Mailing to out of town recipients _____

Other _____

What areas does your advertising and promotion reach?

What number of individuals will your proposed marketing reach that are located in another city or county? _____

(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: _____(Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: _____

From the Washington Business Journal

:<http://www.bizjournals.com/washington/blog/2013/04/cherry-blossom-festival-sets-new.html>

Cherry Blossom Festival sets attendance record

Apr 16, 2013, 4:46pm EDT Updated: Apr 17, 2013, 6:39pm EDT



[Rebecca Cooper](#)

Staff Reporter- *Washington Business Journal*

[Email](#) | [Twitter](#)

The 2013 National Cherry Blossom Festival brought more than 1.6 million visitors to the District, breaking the record set last year during the festival's five-week centennial celebration.

Attendance at many of the festival's signature events, including the parade, was up 15 to 20 percent, according to [Diana Mayhew](#), the festival's president.

Attendance numbers for the event, held March 20-April 14, are based on information from several organizations, including the National Park Service, Metro, other transportation agencies and tour groups.

Mayhew credits the bloom's timing and longevity this year, as well as citywide coordination in support of the festival, for the record-setting attendance.

"Last year, because of rain, we only had three to four days of blooming time," Mayhew said. "This year, we had a week and two full weekends of lots of people down at the festival." The delayed bloom provided "a double hit" for the festival, she added.

Festival organizers believe the economic impact numbers will top last year's \$160 million in spending related to the festival. The new economic impact figures are expected to be available in a couple of weeks.

The collaboration of dozens of partners has raised the festival's profile, Mayhew said.

"Our brand messaging throughout the region has definitely expanded," she said, noting that 225 Capital One Bank branches served as "Petal Pass" distributors and 90 Safeway stores

pitched in as festival information centers. "All of that adds to the excitement and anticipation of the event."

Asked whether the festival will break another record next year, Mayhew said she isn't sure. There are always weather factors, she pointed out, but the festival seems to be in a position to aim for anywhere from 1.2 million to 1.6 million visitors each year.

"This year we just hit a home run in all cylinders," Mayhew said.

Rebecca Cooper covers retail, restaurants, tourism and the arts.

2013 Texas Wildlife and Woodland Expo breaks attendance records

Posted: Monday, March 25, 2013 3:00 am

Even the threat of rain did not keep thousands of boy and girls scouts, families and individuals away from a fun filled day on the Lone Star College-Montgomery campus.

This year's attendance to the 9th annual Texas Wildlife & Woodland Expo broke hands down any year before. **Focusing on family fun, learning and outdoor activities**, Texas A&M Forest Service, Lone Star College-Montgomery, Texas Parks & Wildlife, Texas A&M AgriLife Extension alongside the numerous other partners saw a noticeable increase in this year's attendance.

According to Urban District Forester and event coordinator John Warner, "something clicked this year bringing all these families and kids out in numbers we have not seen in my nine years with this program. I am extremely pleased with the attention trees, forest, wildlife, nature and fitness received at the expo."

Expo was also the site of the official Montgomery County Arbor Day and Poster Contest this year. Hundreds of fourth graders, parents, principals and parents turned out for the ribbon cutting and award ceremony for the Arbor Day Poster Contest sponsored by Montgomery County Beautification Association.



2013 Texas Wildlife and Woodland Expo breaks attendance records

A Texas A&M Forest Service wildland firefighter shows a junior firefighter how wildland engines and equipment work during the 2013 Texas Wildlife and Woodland Expo this past weekend. The Expo broke attendance records

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12181241

BT 9431-6616

Barbara Friedrich

From: Daisy Scheske <cti@gonzalestexas.com>
Sent: Wednesday, January 28, 2015 4:08 PM
To: 'Loretta Shirley'
Cc: Barbara Crozier; Barbara Friedrich
Subject: FW: Gonzales Chamber of Commerce
Attachments: SummerFunMap2015.pdf

FYI

Daisy Scheske

Executive Director

Gonzales Chamber of Commerce & Agriculture

Office 830.672.6532

Fax: 830.672.6533

www.GonzalesTexas.com

Keep up with the Gonzales Chamber of Commerce! Text "COMEANDTAKEIT" to 22828 to get started.

NOTICE OF CONFIDENTIALITY / LEGAL DISCLAIMER

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From: Samantha Barnhart [<mailto:samantha@dfwchild.com>]
Sent: Wednesday, January 28, 2015 3:03 PM
To: loretta@rockinsmarketing.com; cti@gonzalestexas.com
Subject: Gonzales Chamber of Commerce

Hello Ladies-

Samantha with DallasChild Magazine here. I wanted to share this years information about our annual **Summer Fun Map** scheduled for our June issue since the Gonzales Chamber of Commerce was interested last year. See attachment.

To be included in the map for all three issues (*DallasChild*, *Fort Worth Child*, and *North Texas Child*) the rate is \$600. However, if Gonzales Chamber of Commerce reserves ad space in the June issue the rate drops to \$300. It will also appear on dfwchild.com throughout June, July and August to guide families to your destination all season long

Let me know if you'd like to reserve your spot because space is limited. Here is a link to last years map found on pages 29-31:

<http://www.pageturnpro.com/Dallas-Child-Magazine/58497-DallasChild-June-2014/index.html#28>

Thanks,
Sam

samantha barnhart | account executive

DFWChild.com | dallaschild | fortworthchild | northtexaschild | thrive | dallaschildbaby

4275 kellway cir, ste 146 | addison, tx 75001

1. Marketing Schedule –

- a. Fall/Winter Schedule Complete, spring schedule starts with the Texas Events Calendar ad in March

2. Marketing Update

- a. Second Lunch and Learn – February 20, please encourage people you know to come.
- b. Working on Tour Packages – spent lots of time visiting with hotel owners and managers, business owners and organizations trying to develop what tour packages for Gonzales might look like.

3. Smart Phone App Update

- a. All shopping is updated and now entered as POIs, working on changing dining next, then on to monuments and markers.

4. App Stats, Web and Social Media Update - December

Tour Gonzales App Stats

New Downloads	40
Active Users	217

Tour Gonzales Website

Pageviews	8,432
New Visitors	1,572

Tour Gonzales Facebook

Likes	296
Post Reach	9,347

5. Other Updates and Info


- a. December Direct leads/brochure requests from ads – 208
- b. Gonzales Memorial Museum January 2015 Visitors – 303
- c. Gonzales County Jail Museum December 2014 Visitors –

The Gonzales Tourism Board would like to respectfully request the Honorable Mayor and Gonzales City Council to place on their agenda, consideration of a temporary paid position for the purpose of pre booking the Gonzales Auditorium, while it is in the construction phase. The tourism board has reviewed information from other cities that have employed this strategy and as a result have opened their facility with income from the onset.

RETURN SERVICE REQUESTED

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
PO BOX 547
GONZALES TX 78629-0547

Managing Your Accounts

	Branch Name	Sage Capital Bank
	Phone Number	(830) 672-8585
	Mail Address	P.O. Box 1940 Gonzales, TX 78629
	Online Access	www.sagecapitalbank.com

Summary of Accounts

Account Type	Account Number	Ending Balance
PF INT BEARING	XXXXXXXXX5350	\$912,068.01
Total Current Value		\$912,068.01

PF INT BEARING - XXXXXXXXXX5350

Account Summary

Date	Description		
01/01/2015	Beginning Balance	\$831,154.56	Average Ledger Balance \$875,118.78
	0 Debit(s) this period	\$0.00	
	14 Credit(s) this period	\$80,913.45	
01/30/2015	Ending Balance	\$912,068.01	

Deposits

Date	Description	Amount
01/06/2015	DEPOSIT	\$2,290.26
01/07/2015	DEPOSIT	\$502.25
01/09/2015	DEPOSIT	\$195.75
01/12/2015	DEPOSIT	\$39,621.75
01/13/2015	DEPOSIT	\$211.96
01/13/2015	DEPOSIT	\$553.70
01/16/2015	DEPOSIT	\$9,103.71
01/16/2015	DEPOSIT	\$19,029.08
01/20/2015	DEPOSIT	\$1,833.35
01/21/2015	DEPOSIT	\$1,892.99

THIS FORM IS PROVIDED TO HELP YOU BALANCE
YOUR STATEMENT

WITHDRAWALS OUTSTANDING -
NOT CHARGED TO ACCOUNT

BEFORE YOU START

[illegible]

PLEASE BE SURE YOU HAVE ENTERED IN YOUR REGISTER ALL
AUTOMATIC TRANSACTIONS SHOWN ON THE FRONT OF YOUR
STATEMENT.

YOU SHOULD HAVE ADDED
IF ANY OCCURRED:

1. Loan advances.
2. Credit memos.
3. Other automatic deposits.
4. Interest paid.

YOU SHOULD HAVE SUBTRACTED IF ANY OCCURRED:

1. Automatic loan payments.
2. Automatic savings transfers.
3. Service charges.
4. Debit memos.
5. Other automatic deductions and payments.

**BALANCE SHOWN
ON THIS STATEMENT**

\$ _____

ADD

DEPOSITS NOT SHOWN
ON THIS STATEMENT
(IF ANY)

\$ _____

TOTAL

\$ _____

SUBTRACT -

**WITHDRAWALS
OUTSTANDING**

\$ _____

BALANCE

\$ _____

**SHOULD AGREE WITH YOUR REGISTER
BALANCE AFTER DEDUCTING SERVICE CHARGE
(IF ANY) SHOWN ON THIS STATEMENT.**

Please examine immediately and report if incorrect. If no reply is received within 60 days the account will be considered correct.

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR ELECTRONIC TRANSFERS

Telephone or write us at the telephone number or address located on the front of this statement as soon as you can, if you think your statement or receipt is wrong or if you need more information about a transfer on the statement or receipt. We must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

- (1) Tell us your name and account number (if any).
- (2) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe there is an error or why you need more information.
- (3) Tell us the dollar amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days to do this, we will recredit your account for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation.

YOUR DEMAND DEPOSIT LOAN ACCOUNT SUMMARY OF RIGHTS IS OUTLINED BELOW

This is a summary of your rights; a full statement of your rights and our responsibilities under the Federal Fair Credit Billing Act will be sent to you both upon request and in response to a billing error notice.

Your Demand Deposit Loan Account is operated in conjunction with your Demand Deposit Account. Any charges for your checking account will be made to the Demand Deposit Account and they will be the same charges as are made for Demand Deposit Accounts not operated in conjunction with Demand Deposit Loan Accounts. The following information thus applies only to loans made to you under your Demand Deposit Loan Account line of credit.

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR DEMAND DEPOSIT LOAN

If you think your bill is wrong, or if you need more information about a transaction on your bill, write us on a separate sheet at the address located on the front of this bill as soon as possible. We must hear from you no later than 60 days after we sent you the first bill on which the error or problem appeared. You can telephone us, but doing so will not preserve your rights. In your letter, give us the following information:

- (1) Your name and account number
- (2) The dollar amount of the suspected error.
- (3) Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any money in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.

We figure a portion of the **FINANCE CHARGE** on your Demand Deposit Loan Account by applying the daily periodic rate(s) to the "Daily Balance" of your account for the billing cycle. To get the "Daily Balance" we take the beginning balance of your account each day, add any new advances, and subtract any payments or credits and unpaid **FINANCE CHARGES**. This gives us the daily balance.

The minimum periodic payment required is shown on the front of this bill. You may pay off your Demand Deposit Loan Account loan balance at any time, or make voluntary additional payments. Payments shall be applied, first to the unpaid **FINANCE CHARGES**, and second the principal loan balance outstanding in your Demand Deposit Loan Account. Periodic statements may be sent to you at the end of each billing cycle showing your Demand Deposit Loan Account loan transactions.

Send payments and inquiries to address shown on front of bill.

NOTE: Payments received after close of business shall be deemed received on the following business day for purposes of crediting your account.

PF INT BEARING - XXXXXXXXX5350 (continued)

Deposits (continued)

Date	Description	Amount
01/22/2015	DEPOSIT	\$196.70
01/23/2015	DEPOSIT	\$238.44
01/29/2015	DEPOSIT	\$5,115.32

Other Credits

Date	Description	Amount
01/02/2015	EARNINGS CREDIT ACCT ANALYSIS DECEMBER 2014 ST	\$128.19

Daily Balances

Date	Amount	Date	Amount	Date	Amount
01/02/2015	\$831,282.75	01/12/2015	\$873,892.76	01/21/2015	\$906,517.55
01/06/2015	\$833,573.01	01/13/2015	\$874,658.42	01/22/2015	\$906,714.25
01/07/2015	\$834,075.26	01/16/2015	\$902,791.21	01/23/2015	\$906,952.69
01/09/2015	\$834,271.01	01/20/2015	\$904,624.56	01/29/2015	\$912,068.01

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date
Total Overdraft Fees	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00

11/15/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 2290.26

41149137114 #02515350# 009

20150106 \$2,290.26

1/15/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 195.75

41149137114 #02515350# 009

20150109 \$195.75

1/21/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 211.96

41149137114 #02515350# 009

20150113 \$211.96

1-15-15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 9103.71

41149137114 #02515350# 009

20150116 \$9,103.71

1/16/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 1833.35

41149137114 #02515350# 009

20150120 \$1,833.35

1-21-15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 196.70

41149137114 #02515350# 009

20150122 \$196.70

1/16/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 502.25

41149137114 #02515350# 009

20150107 \$502.25

1/19/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 39621.75

41149137114 #02515350# 009

20150112 \$39,621.75

1-12-15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 553.70

41149137114 #02515350# 009

20150113 \$553.70

1-15-15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 19029.08

41149137114 #02515350# 009

20150116 \$19,029.08

1/20/15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 1892.99

41149137114 #02515350# 009

20150121 \$1,892.99

1-22-15

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 647
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.sagecapitalbank.com

\$ 238.44

41149137114 #02515350# 009

20150123 \$238.44

**Reporting Activity 01/01 - 01/30**[illegible]

#	20150129	\$5,115.32
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FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2015

500-RESTRICTED USE FUNDS

	ANNUAL	CURRENT	Y-T-D	% OF	Y-T-D	BUDGET
	BUDGET	PERIOD	ACTUAL	BUDGET	ENCUMB.	BALANCE
REVENUE SUMMARY						
810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
811-HOTEL/MOTEL	686,200.00	80,913.45	281,816.35	41.07	0.00	404,383.65
813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
814-MUNICIPAL COURT	<u>9,000.00</u>	<u>0.00</u>	<u>3,266.47</u>	<u>36.29</u>	<u>0.00</u>	<u>5,733.53</u>
*** TOTAL REVENUES ***	695,200.00	80,913.45	285,082.82	41.01	0.00	410,117.18
EXPENDITURE SUMMARY						
810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
811-HOTEL MOTEL	541,500.00	27,484.94	109,616.36	21.07	4,489.11	427,394.53
813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
814-MUNICIPAL COURT	<u>0.00</u>	<u>0.00</u>	<u>1,443.97</u>	<u>0.00</u>	<u>0.00</u>	<u>(1,443.97)</u>
*** TOTAL EXPENDITURES ***	541,500.00	27,484.94	111,060.33	21.34	4,489.11	425,950.56
** REVENUES OVER (UNDER) EXPENDITURES **	153,700.00	53,428.51	174,022.49	110.30	(4,489.11)	(15,833.38)

FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2015

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	80,785.26	281,347.46	41.07	0.00	403,652.54
4-811.801 INTEREST INCOME	1,200.00	128.19	468.89	39.07	0.00	731.11
TOTAL 811-HOTEL/MOTEL	686,200.00	80,913.45	281,816.35	41.07	0.00	404,383.65
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	3,266.47	36.29	0.00	5,733.53
4-814.501 MUNICIPAL COURT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	3,266.47	36.29	0.00	5,733.53
*** TOTAL REVENUES ***	695,200.00	80,913.45	285,082.82	41.01	0.00	410,117.18

FINANCIAL STATEMENT

AS OF: JANUARY 31ST, 2015

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	2,500.00	6.72	2,042.05	81.68	0.00	457.95
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	6.72	2,042.05	81.68	0.00	457.95
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	3,000.00	0.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	3,157.50	14.35	0.00	18,842.50
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	7,500.00	50.00	0.00	7,500.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	5,863.00	58.63	0.00	4,137.00
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	0.00	5,000.00	50.00	0.00	5,000.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	156.68	3.13	0.00	4,843.32
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	0.00	21,712.18	28.95	0.00	53,287.82
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	470.25	36,728.32	22.26	0.00	128,271.68
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	1,225.00	4,308.88	7.18	0.00	55,691.12
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	2,403.63	57.44	4,489.11	5,107.26
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	6,012.59	40.08	0.00	8,987.41
7-811.521 SPECIAL PROJECTS	25,000.00	5,157.50	15,308.10	61.23	0.00	9,691.90
7-811.522 EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	0.00	0.00	0.00	35,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	67.28	506.43	10.13	0.00	4,493.57
7-811.530 EXPO CENTER	100,000.00	20,558.19	20,558.19	20.56	0.00	79,441.81
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	27,478.22	85,862.13	19.47	4,489.11	373,648.76

2-05-2015 9:17 AM

D E T A I L L I S T I N G

PAGE: 1

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
------	------	--------	-----------	-------------	------------------	------	----------	------	------------------	-------------------

7-811.202

POSTAGE

B E G I N N I N G B A L A N C E

0.00

10/31/14	11/03	B22762	Misc	101415	04654 TO ALLOCATE MONTHLY POSTAGE		JE# 012680		7.26	7.26
				=====	OCTOBER ACTIVITY DB:	7.26	CR:	0.00	7.26	
11/20/14	11/20	A66604	CHK: 101774		12590 3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		1,209.96	1,217.22
				=====	NOVEMBER ACTIVITY DB:	1,209.96	CR:	0.00	1,209.96	
12/18/14	1/09	A68028	CHK: 102235		12723 POSTAGE	0041	4TH QTR 2014		818.11	2,035.33
				=====	DECEMBER ACTIVITY DB:	818.11	CR:	0.00	818.11	
1/30/15	2/02	B23425	Deposit	011515	04818 TO ALLOCATE MONTHLY POSTAGE		JE# 012857		6.72	2,042.05
				=====	JANUARY ACTIVITY DB:	6.72	CR:	0.00	6.72	
				=====	ACCOUNT TOTAL DB:	2,042.05	CR:	0.00		

7-811.217

MISCELLANEOUS

B E G I N N I N G B A L A N C E

0.00

7-811.304

OFFICE EQPT & FURNITURE

B E G I N N I N G B A L A N C E

0.00

7-811.401

TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.402

UTILITIES

B E G I N N I N G B A L A N C E

0.00

7-811.407

TELEPHONE

B E G I N N I N G B A L A N C E

0.00

7-811.408

MEMBERSHIP DUES

B E G I N N I N G B A L A N C E

0.00

10/01/14	10/10	A65395	CHK: 101423		12460 MEMBERSHIP	2877	100114		35.00	35.00
				=====	OCTOBER ACTIVITY DB:	35.00	CR:	0.00	35.00	
				=====	ACCOUNT TOTAL DB:	35.00	CR:	0.00		

2-05-2015 9:17 AM

D E T A I L L I S T I N G

PAGE: 2

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
------	------	--------	-----------	-------------	------------------	------	----------	------	------------------	-------------------

7-811.409	SUBSCRIPTIONS									
	B E G I N N I N G B A L A N C E									
										0.00

7-811.411	SPECIAL CONTRACTS									
	B E G I N N I N G B A L A N C E									
										0.00

10/06/14	12/02	A66816	CHK: 000000	12419	MEETING TOMORROW	2931	10/06/2014		1,500.00	1,500.00
			=====		OCTOBER ACTIVITY DB:	1,500.00	CR:	0.00	1,500.00	
11/04/14	11/07	A66273	CHK: 101683	12559	LORETTA SHIRLEY DBA ROCK 2895	1116			1,657.50	3,157.50
			=====		NOVEMBER ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
			=====		ACCOUNT TOTAL DB:	3,157.50	CR:	0.00		

7-811.412	CHAMBER OF COMMERCE									
	B E G I N N I N G B A L A N C E									
										0.00

11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		3,750.00	3,750.00
			=====		NOVEMBER ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
12/18/14	1/09	A68028	CHK: 102235	12723	4TH QTR 2014 PAYMENT	0041	4TH QTR 2014		3,750.00	7,500.00
			=====		DECEMBER ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
			=====		ACCOUNT TOTAL DB:	7,500.00	CR:	0.00		

7-811.413	PIONEER VILLAGE									
	B E G I N N I N G B A L A N C E									
										0.00

10/01/14	10/31	A66027	CHK: 101577	12534	3RD QTR 2014	1027	3RD QTR 2014		3,363.00	3,363.00
			=====		OCTOBER ACTIVITY DB:	3,363.00	CR:	0.00	3,363.00	
12/18/14	1/09	A68078	CHK: 102238	12723	4TH QTR 2014	1027	4TH QTR 2014		2,500.00	5,863.00
			=====		DECEMBER ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
			=====		ACCOUNT TOTAL DB:	5,863.00	CR:	0.00		

7-811.414	JB WELLS PARK									
	B E G I N N I N G B A L A N C E									
										0.00

7-811.415	MAIN STREET									
	B E G I N N I N G B A L A N C E									
										0.00

12/11/14	12/11	A67352	CHK: 102060	12640	ANNUAL FIREWORKS DISPLAY 2992	2992	07/04/2015		5,000.00	5,000.00
			=====		DECEMBER ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
			=====		ACCOUNT TOTAL DB:	5,000.00	CR:	0.00		

2-05-2015 9:17 AM

D E T A I L L I S T I N G

PAGE: 3

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
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7-811.416 CRYSTAL THEATRE

B E G I N N I N G B A L A N C E

0.00

7-811.417 INSURANCE

B E G I N N I N G B A L A N C E

0.00

7-811.430 TRAVEL & TRAINING

B E G I N N I N G B A L A N C E

0.00

11/21/14	12/05	A67050	CHK: 101975	12599	REIMBURSEMENT	2895	REIMBURSE			156.68		156.68
=====				NOVEMBER ACTIVITY	DB:	156.68	CR:	0.00		156.68		
=====				ACCOUNT TOTAL	DB:	156.68	CR:	0.00				

7-811.502 ADVERTISING

B E G I N N I N G B A L A N C E

0.00

10/01/14	10/17	A65662	CHK: 101457	12479	GILBREATH OUTDOOR ADVERT	3341	5747			600.00		600.00
10/07/14	10/17	A65619	CHK: 101485	12479	ADVERTISING	0668	242202			5,461.96		6,061.96
10/15/14	11/07	A66282	CHK: 101668	12559	ADVERTISING	3028	94957			6,250.00		12,311.96
10/16/14	11/07	A66275	CHK: 101626	12559	ADVERTISING	2944	20142033			1,250.00		13,561.96
10/18/14	11/07	A66254	CHK: 101690	12559	ADVERTISING	2714	TM68911			9,503.85		23,065.81
=====				OCTOBER ACTIVITY	DB:	23,065.81	CR:	0.00		23,065.81		
11/01/14	11/20	A66688	CHK: 101799	12590	TEXAS JOURNEY	3255	40008100			5,686.50		28,752.31
11/03/14	12/05	A67070	CHK: 101937	12599	GILBREATH AND COMPANY	3341	FC 53			9.76		28,762.07
11/06/14	11/07	A66299	CHK: 101662	12559	ADVERTISING	3457	120114			2,500.00		31,262.07
11/06/14	11/14	A66540	CHK: 101748	12582	CONTRACT 37043	3464	37043			2,496.00		33,758.07
11/20/14	11/20	A66685	CHK: 101792	12590	SAN ANTONIO STOCK SHOW &	3116	11/20/14			2,500.00		36,258.07
=====				NOVEMBER ACTIVITY	DB:	13,192.26	CR:	0.00		13,192.26		
1/01/15	1/09	A68071	CHK: 102271	12723	ADVERTISING	0668	244974			470.25		36,728.32
=====				JANUARY ACTIVITY	DB:	470.25	CR:	0.00		470.25		
=====				ACCOUNT TOTAL	DB:	36,728.32	CR:	0.00				

7-811.503 ELECTRICAL LINE EXPENSE

B E G I N N I N G B A L A N C E

0.00

7-811.504 SIGNAGE & BANNERS

B E G I N N I N G B A L A N C E

0.00

10/21/14	10/24	A65830	CHK: 101526	12515	BILL BOARD ADVERTISING	2532	64984			625.00		625.00
=====				OCTOBER ACTIVITY	DB:	625.00	CR:	0.00		625.00		

2-05-2015 9:17 AM

D E T A I L L I S T I N G

PAGE: 4

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
11/20/14	12/05	A67047	CHK: 101952	12599	OUTDOOR ADVERTISING	2532	64985		625.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
12/01/14	12/11	A67359	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5651		600.00	1,850.00
12/01/14	12/11	A67360	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5860		600.00	2,450.00
12/03/14	1/02	A67925	CHK: 102171	12675	GILBREATH AND COMPANY	3341	FC65		8.88	2,458.88
12/18/14	1/02	A67912	CHK: 102186	12675	JOHN GANNON, INC.	2532	64986		625.00	3,083.88
			=====	DECEMBER ACTIVITY	DB:	1,833.88	CR:	0.00	1,833.88	
1/01/15	1/09	A68139	CHK: 102231	12723	BILLBOARD ADVERTISING	3341	5907		600.00	3,683.88
1/20/15	1/23	A68578	CHK: 102380	12746	BILLBOARD ADVERTISING	2532	64987		625.00	4,308.88
			=====	JANUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
			=====	ACCOUNT TOTAL	DB:	4,308.88	CR:	0.00		

7-811.519			PROMOTIONAL ITEMS							
			B E G I N N I N G B A L A N C E							0.00
11/20/14	11/20	A66690	CHK: 101775	12590	100 IMMORTAL 32 MEDALS	3310	11/20/2014		1,250.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	1,250.00	CR:	0.00	1,250.00	
12/09/14	1/16	A68250	CHK: 000000	12654	FLAGS IMPORTER	2931	15-58662		1,153.63	2,403.63
			=====	DECEMBER ACTIVITY	DB:	1,153.63	CR:	0.00	1,153.63	
			=====	ACCOUNT TOTAL	DB:	2,403.63	CR:	0.00		

7-811.520			MARKETING AND PROMOTIONS							
			B E G I N N I N G B A L A N C E							0.00
10/01/14	10/02	A65235	CHK: 101363	12432	MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479	12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
			=====	OCTOBER ACTIVITY	DB:	1,802.22	CR:	0.00	1,802.22	
11/01/14	11/20	A66692	CHK: 101770	12590	ADVERTISING	3341	5776		600.00	2,402.22
11/21/14	12/05	A67049	CHK: 101969	12599	COG VISITORS GUIDE	2819	11418		1,952.87	4,355.09
			=====	NOVEMBER ACTIVITY	DB:	2,552.87	CR:	0.00	2,552.87	
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50	6,012.59
			=====	DECEMBER ACTIVITY	DB:	1,657.50	CR:	0.00	1,657.50	
			=====	ACCOUNT TOTAL	DB:	6,012.59	CR:	0.00		

7-811.521			SPECIAL PROJECTS							
			B E G I N N I N G B A L A N C E							0.00
10/01/14	10/31	A66053	CHK: 101576	12534	3RD QTR 2014	2899	3RD QTR 2014		3,237.37	3,237.37
			=====	OCTOBER ACTIVITY	DB:	3,237.37	CR:	0.00	3,237.37	

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D E T A I L L I S T I N G

PAGE: 5

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
11/07/14	11/07	A66150	CHK: 101652	12559	PROMOTION OF FESTIVAL AD 0041		REIMBURSE		5,000.00	8,237.37
			=====	NOVEMBER ACTIVITY	DB:	5,000.00	CR:	0.00	5,000.00	
12/01/14	12/11	A67349	CHK: 102069	12640	MARKETING SERVICES	2895	1121		1,657.50	9,894.87
12/31/14	1/16	B23324		04792	MISCODDED EXPENSES		JE# 012831		1,657.50CR	8,237.37
12/31/14	1/16	A68369	CHK: 102311	12729	3RD QTR 2014	2899	4TH QTR 2014		1,913.23	10,150.60
			=====	DECEMBER ACTIVITY	DB:	3,570.73	CR:	1,657.50CR	1,913.23	
1/08/15	1/09	A68121	CHK: 102245	12723	REIMBURSEMENT FOR BROCHU 2956		REIMBURSE 1/8/15		1,500.00	11,650.60
1/12/15	1/09	A68118	CHK: 102262	12723	LORETTA SHIRLEY DBA ROCK 2895		1126		1,657.50	13,308.10
1/30/15	1/30	A68742	CHK: 102452	12771	ADVERTISING FOR RUSTED G 3043		013015DH		2,000.00	15,308.10
			=====	JANUARY ACTIVITY	DB:	5,157.50	CR:	0.00	5,157.50	
			=====	ACCOUNT TOTAL	DB:	16,965.60	CR:	1,657.50CR		

7-811.522	EVENTS									
	B E G I N N I N G			B A L A N C E			0.00			

7-811.524	GONZALES CO. JAIL MUSEUM									
	B E G I N N I N G			B A L A N C E			0.00			

7-811.525	HISTORIC PRESERVATION									
	B E G I N N I N G			B A L A N C E			0.00			

7-811.526	MEMORIAL MUSEUM									
	B E G I N N I N G			B A L A N C E			0.00			

7-811.527	EGGLESTON HOUSE									
	B E G I N N I N G			B A L A N C E			0.00			

10/01/14	10/17	A65588	CHK: 101458	12479	SINGLE FAUCET	0219	00661320		35.99	35.99
			=====	OCTOBER ACTIVITY	DB:	35.99	CR:	0.00	35.99	
			=====	ACCOUNT TOTAL	DB:	35.99	CR:	0.00		

7-811.528	JB WELLS HOUSE									
	B E G I N N I N G			B A L A N C E			0.00			

7-811.529	RIVERSIDE MUSEUM									
	B E G I N N I N G			B A L A N C E			0.00			

10/11/14	10/24	A65821	CHK: 101520	12515	RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27

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D E T A I L L I S T I N G

PAGE: 6

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Jan-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
10/22/14	12/05	A66973	CHK: 101962	12599 COVER, SWITCH BOX, COUPL 0294	5812845			247.95	315.22
			=====	OCTOBER ACTIVITY DB:	315.22	CR:	0.00	315.22	
11/11/14	12/05	A67028	CHK: 101947	12599 RIVERSIDE & POLICE DEPT. 1816	11/11/14	RIVER, PD		53.20	368.42
			=====	NOVEMBER ACTIVITY DB:	53.20	CR:	0.00	53.20	
12/05/14	12/19	A67560	CHK: 102142	12661 JOHN D. SCHMIDT	1729	012680		3.50	371.92
12/11/14	12/19	A67575	CHK: 102119	12661 RIVERSIDE & PD FAX	1816	12/11/14 RIVERSIDE		67.23	439.15
			=====	DECEMBER ACTIVITY DB:	70.73	CR:	0.00	70.73	
1/11/15	1/23	A68570	CHK: 102378	12746 RIVERSIDE BILLING	1816	01/11/15 RIVERSIDE		67.28	506.43
			=====	JANUARY ACTIVITY DB:	67.28	CR:	0.00	67.28	
			=====	ACCOUNT TOTAL DB:	506.43	CR:	0.00		

7-811.530				EXPO CENTER					
				B E G I N N I N G B A L A N C E					0.00
1/15/15	1/30	A68709	CHK: 102457	12771 PROJECT 15-0101	1103	15-0101-1		20,558.19	20,558.19
			=====	JANUARY ACTIVITY DB:	20,558.19	CR:	0.00	20,558.19	
			=====	ACCOUNT TOTAL DB:	20,558.19	CR:	0.00		

7-811.610				OFFICE FURNITURE & EQPT					
				B E G I N N I N G B A L A N C E					0.00

----*--*--*--*--*--*--*

000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	111,273.86	1,657.50CR
ENDING BALANCES:	111,273.86	1,657.50CR
TOTAL FUND ENDING BALANCE:	109,616.36	

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GONZALES
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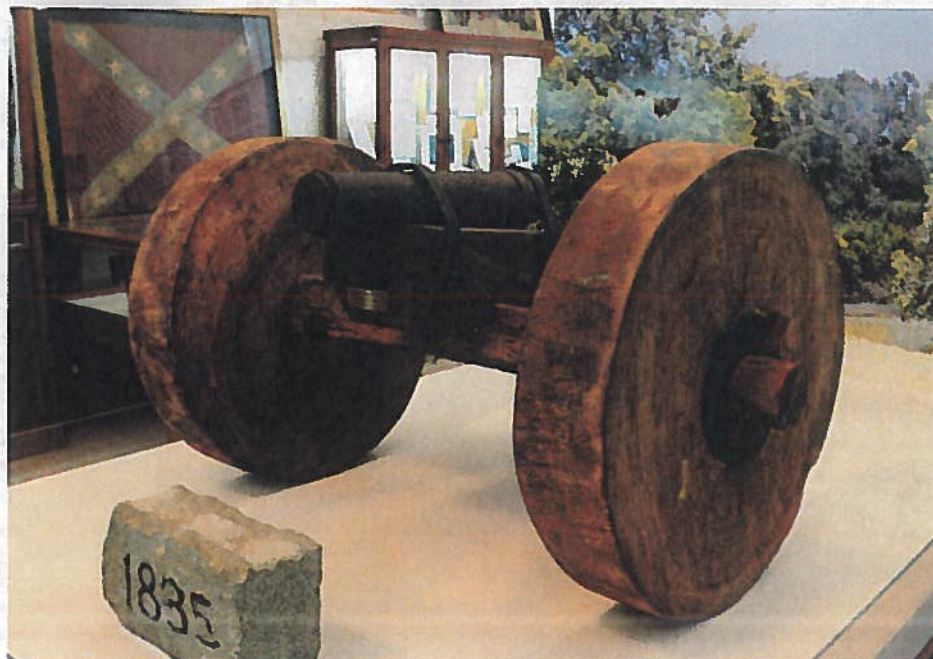
AND: GARDENING WITH YELLOW, TRAVEL,
A VALENTINE'S FEAST & TEXAS HISTORY

Gonzales

No town gave more to the cause of Texas Independence



The immortal 32 of Gonzales were the only reinforcements who made it to the Alamo in time to fight and die along side many other heroes.



The famous "Come and Take It" Cannon at the Gonzales Memorial Museum

Story by **WAYNE STEWART**
Photography by **CHRISTINA STEWART**

Captain Albert Martin, 30
Isaac Baker, 32
John Cane (Cain), 34
George W Cottle, 38
David Cummings, 27
Squire Daymon, 28
Jacob C Darst, 48
John Davis, 25
William Dearduff
Charles Despalier, 24
William Fishbaugh
John Flanders, 36
Dolphin Ward Floyd, 29
Galba Fuqua, 16
John E Garvin, 27
John E Gaston, 17
James George, 34
Thomas Jackson
John B Kellogg II, 19
Andrew Kent, 38
George C Kimbell, 26
John G King, 26
William Philip King, 24
Jonathan Lindley, 31

Jesse McCoy
Thomas R. Miller, 41
Isaac Millsaps
George Neggan, 28
William E Summers, 24
George W Tumlinson, 27
Robert White, 30
Claiborne Wright, 26

Other Gonzales men who fell at the Alamo:

Daniel Bourne, 26
George Brown, 35
Jerry C Day, 20
Almeron Dickinson, 26
Andrew Duvalt, 32
John Harris, 23
William J Lightfoot, 25
Dr. Amos Pollard, 33
Marcus Sewell, 31

I

n the storied annals of Texas history, perhaps no community gave more to the cause of freedom and Texas independence than Gonzales.

It could be argued that a scrappy group of Texans began Texas' bent toward revolution when they defied the government of Mexico and dared them to take back a cannon not much bigger than a popgun. There were 18 men who stood against a force of 100 Mexican Dragoons and in turn a nation of millions, telling them they refused to give in to tyranny — those men became known as the Old Eighteen, the only men in Gonzales at the time. Men hastened to Gonzales to support those stalwart men and by the time the Mexican Army came back on Oct. 2, 1835 there were 168 men daring the Mexican Army to "Come and Take It."

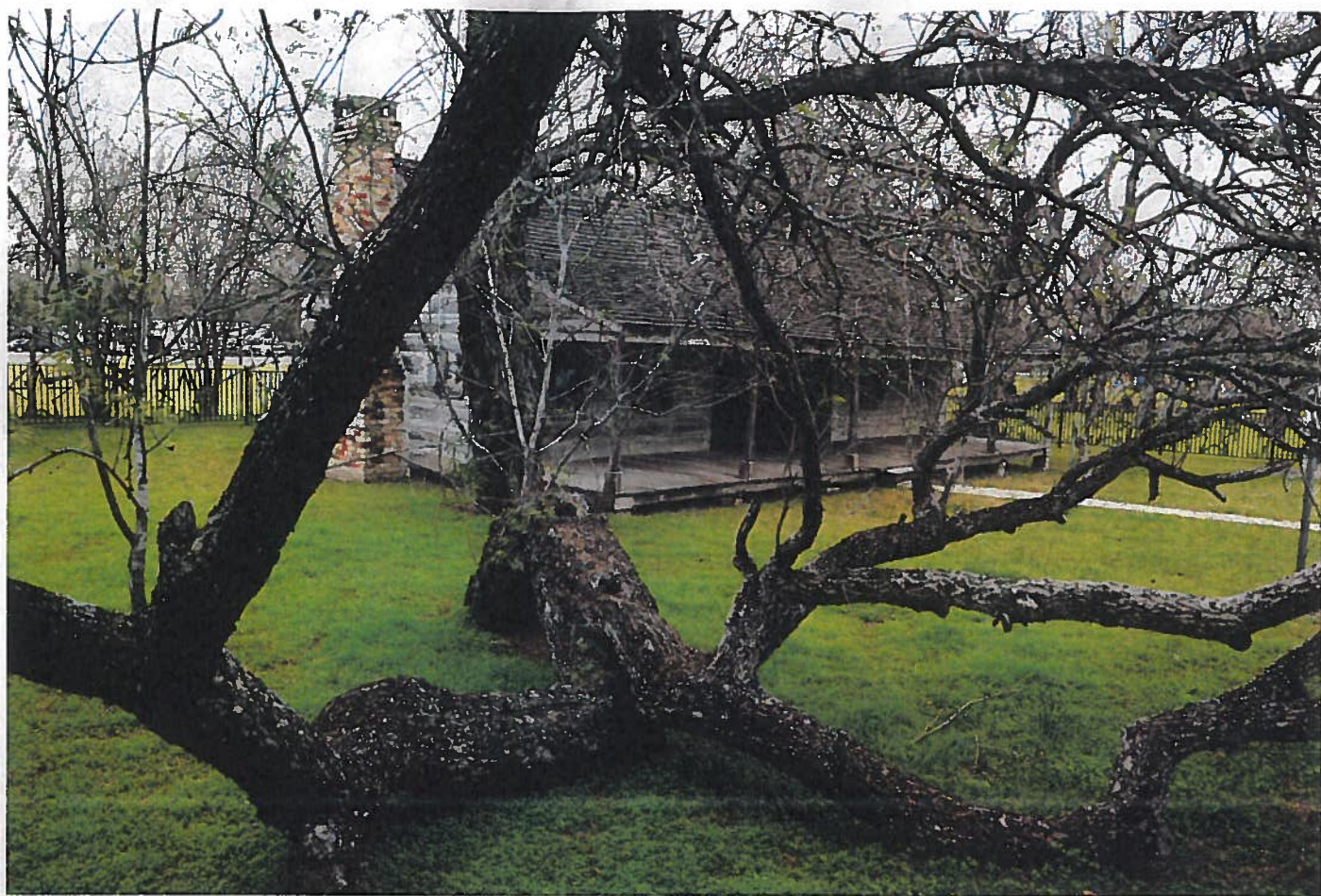
It was less than six months later when most of those Old Eighteen, along with a few others, made a fateful journey to San Antonio to answer the clarion call of William Barret Travis in the fight for freedom.

Those men came to be known as the Immortal 32. All but three died at the Alamo, they being used by Travis as messengers.

"Those 32 people represented a significant portion of the population of Gonzales," noted JoLaine Schurig with the Gonzales Memorial Museum, built in 1936 by the state of Texas to honor the city's sacrifice to the cause of an independent Texas a century earlier. "When they talk about the Runaway Scrape all that's mentioned is the old men, women and children as most of the men left to join the Alamo."



Confederate Square, one of seven public squares in Gonzales



ABOVE: The Eggleston House is a dog-run cabin built after the Texas Revolution, circa 1845, and is now located on Saint Louis Street east of the Gonzales Memorial Museum. Period furniture is on display. It is open from 10 a.m. to 5 p.m. Monday through Saturday and 1 p.m. to 5 p.m. Sunday. RIGHT: The first battle for Texas Independence took place in a field along the banks of the Guadalupe River about 7 miles southwest of Gonzales. A marker points the exact location of the first shot.

Before the arrival of the Immortal 32 there were between 150 and 160 men in the Alamo, with eight of them being from Gonzales. Census and population data from the period estimate that Gonzales made up approximately four percent of the population of Texas, yet the town made up for 20 percent of the casualties when the Alamo fell on March 6, 1836.

Those men of Gonzales who were not at the Alamo stood with Sam Houston along Buffalo Bayou and the San Jacinto River when the tide of war turned and Texas finally won its independence.

When the call came from Travis, though, it was only the men from Gonzales who responded. The origin of the Immortal 32 can be traced back a few days before Travis sent his letter and the Mexican Army under Santa Anna began the siege of the Alamo, which occurred on Feb. 23, 1836.

On Feb. 4, 1836 Byrd Lockhart, acting as Commissioner and Aide-de-Camp to the Provisional President of the Republic of Texas, was charged

with forming and mustering men into the service of the newly chartered Gonzales Ranging Company of Mounted Volunteers, which was formed to deal with the growing threat from the Comanche Indians. Raids from the Indians had started to take a toll on the small community and a force was needed to combat them.

The muster was completed on Feb. 23, 1836 with 23 men in the company — the same day the Siege of the Alamo began. The group was then officially attached to Travis' command at the Alamo and the men became known as the Gonzales Alamo Relief Force. This group of volunteers then began their journey toward San Antonio from Gonzales on Feb. 27, 1836 with 25 men. As they traveled the approximately 70 miles to San Antonio five others joined the company.

"When they left here they probably didn't know what they would be walking into," Ms. Schurig said of the Gonzales men who volunteered to join with Travis and others at the Alamo. "The thing is, once they saw it, they fought to get to the Alamo through the Mexican lines."

Alamo sentries shot at the men, but they managed to convince them to open the gates, so at 3 a.m. on Tuesday, March 1, 1836 the Immortal 32 entered the Alamo.

They left behind more than just a town; most of the men left behind families. In the history of the DeWitt Colony Alamo Defenders by Texas

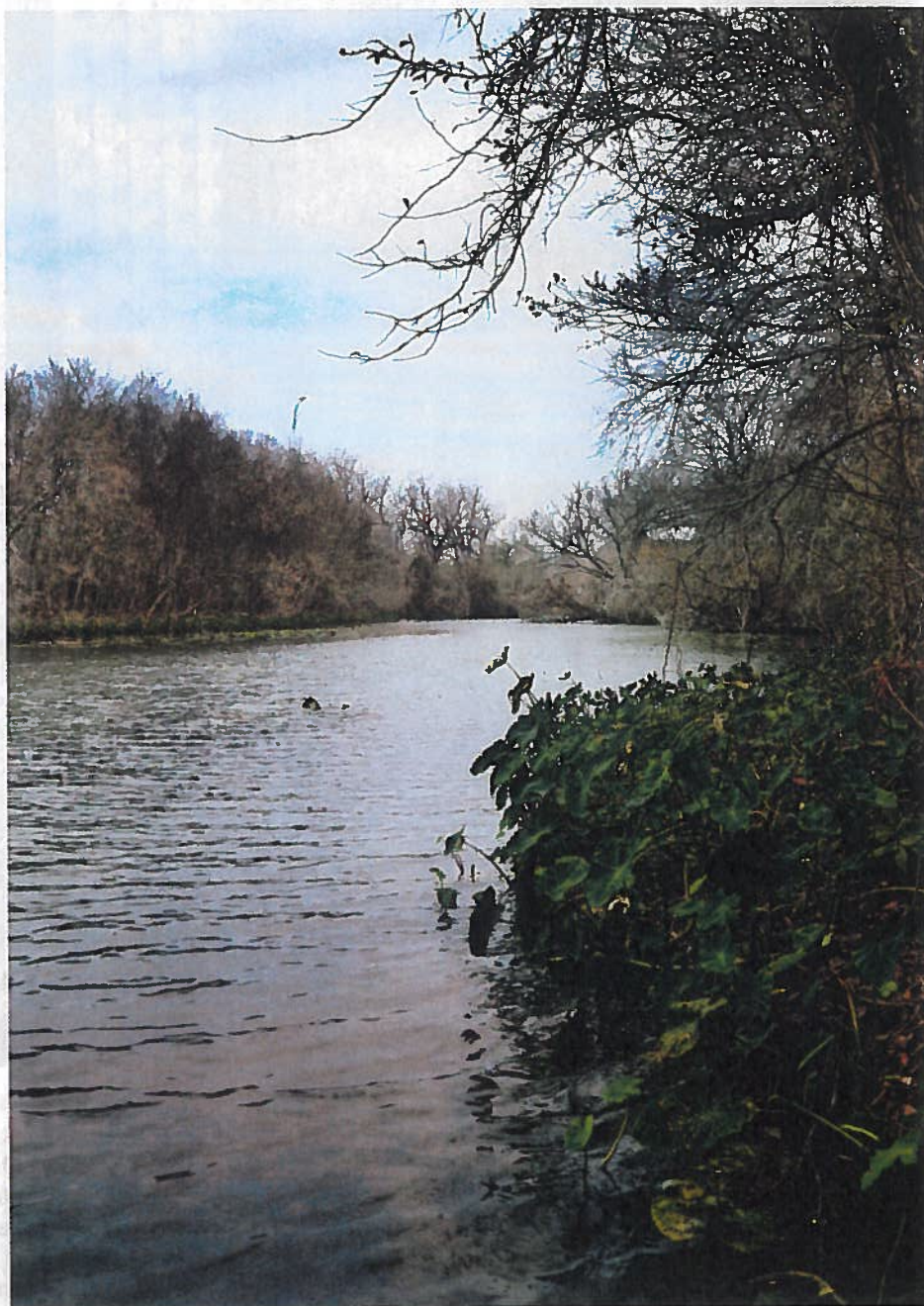
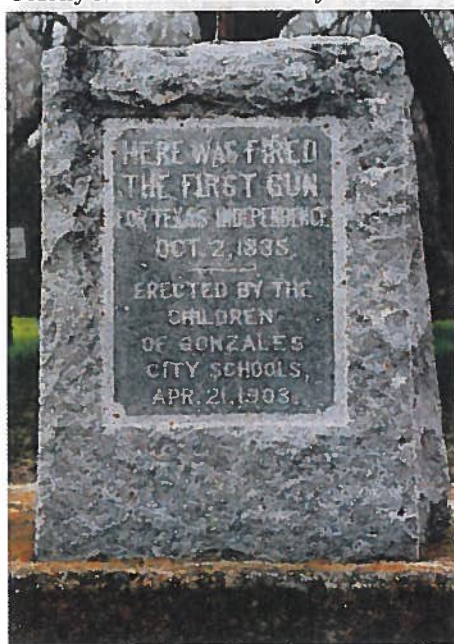
A&M University, it relates how "Patriotic mothers and impending widows, some pregnant and one blind mother of multiple small children, agonized, but consented and encouraged husbands to go to the aid of their neighbors."

Four of those 32 that set out for the Alamo were only teen-agers, yet they knew the meaning of sacrifice, as did the others who died there. Of the 32 who entered, three to four were sent out as messengers, but the rest are believed to have perished during the final battle on the morning of March 6, 1836.

The Aftermath

In the days just before the Alamo fell and then after it fell fighting men began gathering in Gonzales once again to come to the aid of Texas and those already in the fight. Sam Houston arrived in Gonzales on March 11, 1836, leaving Washington on the Brazos on March 6, the day the Alamo fell, but unknown to the gathering in the new state capital at the time.

On the night Houston arrived in Gonzales he and the others there learned of the fall of the Alamo from two people who had managed to flee



★ SMALL TOWN TEXAS



from San Antonio. Two days later Susanna Dickinson, wife of Almeron Dickinson, arrived with her daughter from the Alamo, confirming the earlier report.

These events triggered the Run-away Scrape, causing Houston to

enact a scorched-earth policy as he gathered an army and began a retreat eastward until he could find ground to his liking — which he did culminating in the Battle of San Jacinto on April 21, 1836. There, 900 Texas soldiers took their vengeance

on the Mexican Army, essentially ending the revolution and creating an independent Republic of Texas.

Perhaps no place in Texas played as an important or more crucial role than Gonzales — certainly no place in Texas gave more. **TFH**

GONZALES

No town in Texas can boast Gonzales' history, and no place offers it with such quiet, country charm!

Even though Sam Houston ordered Gonzales to be burned its people came back and rebuilt their homes after the battle with Mexico was won.

For most towns that would be quite a legacy, but it wasn't the end for Gonzales. It continued to develop into a vibrant community that never forgot its past, yet was and is not afraid to embrace the future.

For visitors to Gonzales there is never a shortage of things to do.

"You could spend two days here learning nothing but the history of the town," said Loretta Shirley with Tour Gonzales. "It's everywhere. In a town of almost 8,000 people we have six museums and plenty of other historic sites to keep the history lovers busy. If you love Texas history and you haven't been to Gonzales, then you need to come here."

One other thing Loretta noted about the history of Gonzales, "We started it," she noted, referring to the first shot of the Texas revolution being fired in Gonzales.

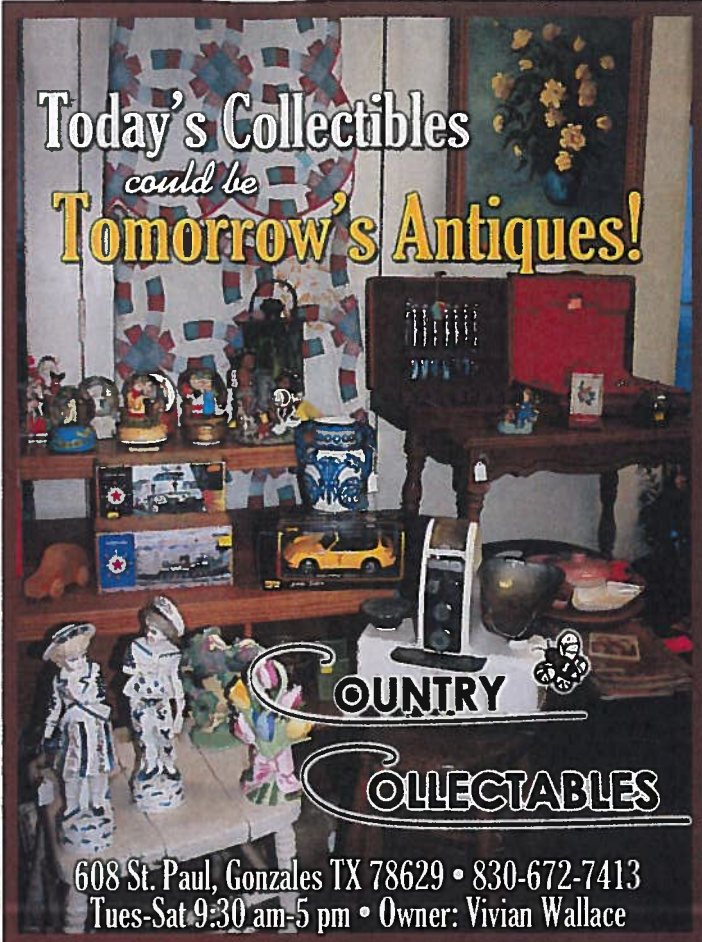
One of the unique aspects of Gonzales is the design of the town. In 1832 a survey for the town was completed. The town was platted with an inner town of 49 square blocks. What makes it so unique, though, are the seven public squares in the city, laid out in the shape of a cross. Streets along these squares are named after Biblical saints.

According to Gonzales records, the city charter reserved those seven squares for public use only — a restriction that remains in force to this day.

The squares are centered around the Gonzales County Courthouse, designed by the famed Texas architect J. Riely Gordon. One of the city's six museums is located adjacent to the courthouse, the Gonzales County Jail Museum. Go through the jail built in 1887 and used until 1975. See what life was like behind bars during this era and hear some of the stories of the people who were held there, including the famous outlaw John Wesley Hardin, who served as an attorney for jail inmates. The jail also is home to the Gonzales County Chamber of Commerce.

Other museums around Gonzales are the Gonzales Memorial Museum, home of the "Come and Take It" cannon. The museum details the role Gonzales played dur-

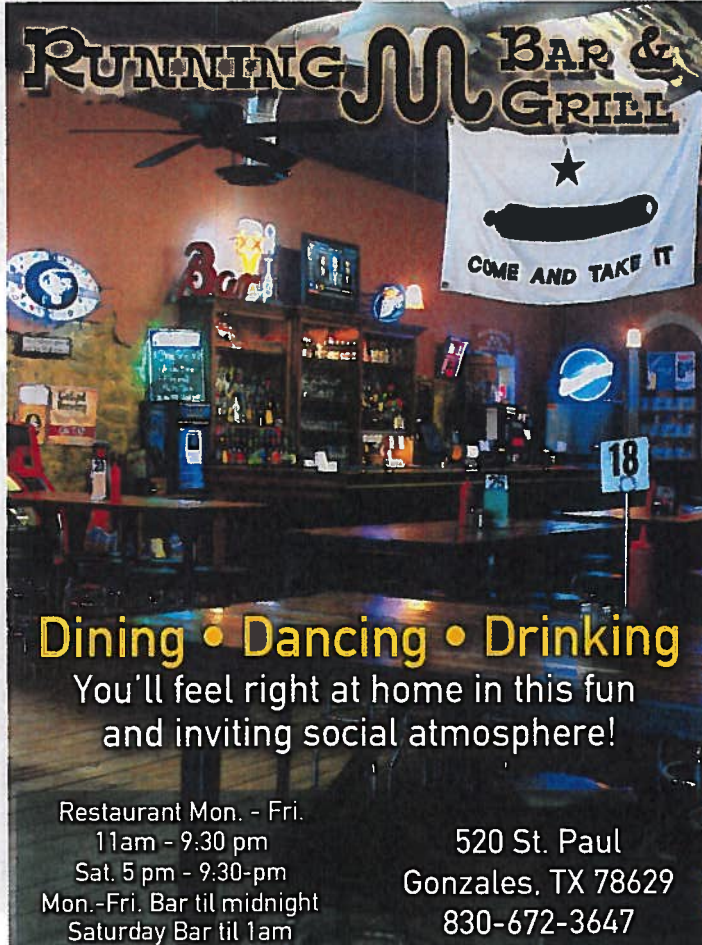
The Gonzales County Jail was built in 1887 and housed prisoners until 1975. It is now a museum of Gonzales County law and order. It features rebuilt gallows, original cells, sheriff's quarters and jailer's quarters. It is located at 414 Saint Lawrence, near the courthouse. It is open 10:30 a.m. to 3:30 p.m. Tuesday through Saturday.



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★ SMALL TOWN TEXAS



J.D. Houston House



J.B. Kennard House



Gonzales County Courthouse

ing the Texas revolution, and also early life in Gonzales. After viewing that one, visit the McClure-Braches House and Sam Houston Oak; the J.B. Wells House Museum; Eggleston House; Riverside School; and the Pioneer Village and Living History Center.

Pioneer Village features a collection of historic structures from the 1800s. A visit to the village includes demonstrations; battle reenactments and much more.

One of the things not to be missed on a visit to Gonzales is a driving tour of the historic homes around the town.

In the years after the Civil War Gonzales found itself at the center of the Texas cattle industry and also prominent in cotton. Banks flooded to the area and the wealthy cattle barons built elaborate homes around historic Gonzales.

Many of the homes served as classic plantation homes; other types include cottages and Victorian mansions built in the late 1800s and early 1900s. There are more than 90 historic homes in Gonzales.

There are several walking tours around Gonzales. A downloadable app is available for smart phones and will take people through Gonzales and give them an over-



An 11-foot granite monument sculpted by Waldine Tauch and honoring the first battle stands along Hwy 97 in the community of Cost. The battleground is located on Spur 95 nearby.



W.B. Houston House

Linda Moffett

view of the history they are seeing.

While in Gonzales, no trip would be complete without seeing where the fight for Texas began. Located about 7 miles southwest of Gonzales near the community of Cost along Texas Highway 97 is a granite monument

dedicated to the opening salvo in the fight for Texas. The actual battle site is located about a half mile from the marker on Spur 95. The battle site is near a boat ramp on the Guadalupe River.

A small, modest marker rests at the battle site, be-lying the importance of the

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Sausage-Making Contests

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The Shiner Hobo Band Mark Halata & Texavia
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Dancing in the Street Arts & Crafts Booths Children's Activities
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place and the events that transpired there.

After soaking in the history of Gonzales, head back to town and get a meal at the Running M Bar & Grill and settle in for a good night's sleep at one of the area's quality bed and breakfasts.

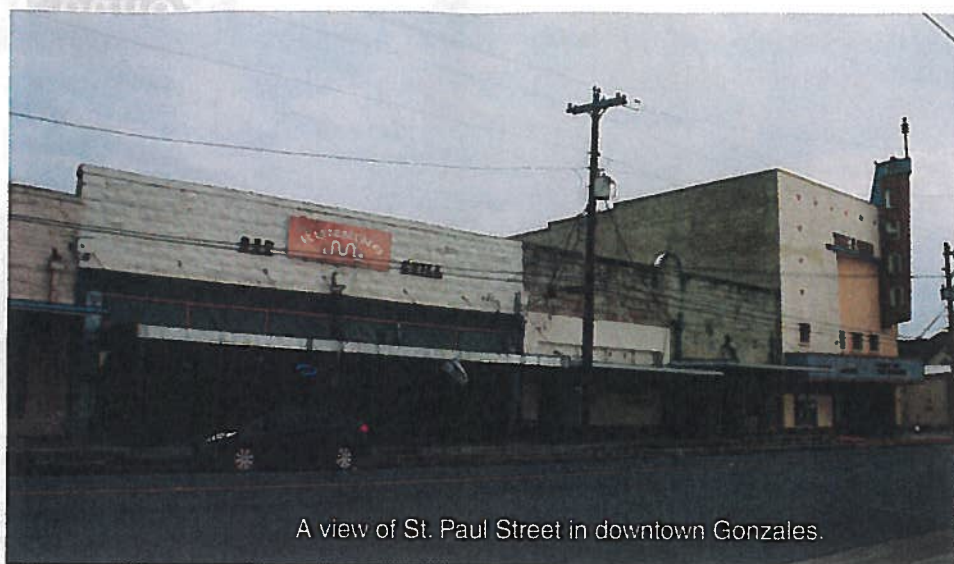
During the summer spend a Friday night in downtown and take in some live music from local musicians and enjoy a pleasant summer evening.

"They have it right here every Friday night in Confederate Square," Mrs. Shirley said of the live music. "It's a great family time and is a good chance to come out and experience the town."

For the shoppers, Gonzales has plenty of unique opportunities.

"We have a lot of downtown shops and businesses," Mrs. Shirley noted. "We have eight different restaurants and seven different bed and breakfasts. There are four antique stores and numerous specialty shops. We even have a jewelry store that's been in business for more than 100 years."

One of the most unique businesses in Gonzales is Discover Architectural Antiques. The store focuses on finding and



A view of St. Paul Street in downtown Gonzales.

salvaging lumber, fixtures, plumbing, lighting and just about anything from old homes. Their products can give even the newest of homes that classic look.

"We have people come from all over Texas and the entire country just to go into that store," Mrs. Shirley said.

The architecture of the downtown area is stunning, with most of the

buildings being built in the late 1800s.

"The buildings are so interesting," Mrs. Shirley continued. "They are a mix of native stone and bricks from a brick manufacturing company that used to be located here in Gonzales."

"The people here work hard to preserve the city's heritage and it shows in our buildings and the historic homes of the city," she added. **TFH**



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