

# **GONZALES TOURISM ADVISORY COMMITTEE MEETING**

**Thursday, June 12, 2014  
City Hall at 12:30 P.M.**

## **AGENDA**

**1. Call to Order, Certification of Quorum.**

Chairman Richard Tiller called the meeting to order at 12:30 p.m. and certified a quorum with Ann Covert, Paul Frenzel, Alison Guerra-Rodriguez, Barbara Friedrich, Meena Patel, Tim Patek and Daisy Scheske. Barbara Crozier and Ken Morrow were absent. Marketing consultant Loretta Shirley, James McMains and Glenda Gordon were also present.

**2. Public/Citizens Comments.**

There were no Public/Citizens Comments.

**3. Discuss and Approve minutes of May 8, 2014.**

Following discussion, Ann Covert moved to approve the minutes of May 8, 2014 with corrections. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss and Consider Application for funding from Victoria College.**

Daisy Scheske a representative of Victoria College presented an application for funding for an educational exhibit to be housed at VC Gonzales Center from September thru December 2014 on the topic of Immigration to Gonzales County spanning the past 20 years. Following discussion, Ann Covert moved to recommend to City Council to approve funding up to \$2,848.00 for an educational exhibit to be housed at Victoria College Gonzales Center from September thru December 2014 on the topic of Immigration to Gonzales County spanning the past 20 years. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

**5. Discuss and Consider Application for funding from Gonzales County Historical Commission.**

Glenda Gordon with Gonzales County Historical Commission presented an application for funding two Texas History Museum District signs to be placed at Gonzales Memorial Museum and Eggleston House.

Following discussion, Ann Covert moved to table item #5 until the next meeting. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

**6. Discuss and Consider Gonzales County Jail Museum's proposal to City Council for funding.**

Gonzales County Jail Museum will present a proposal to City Council for funding the renovation of the jail museum restroom, including new electrical and addition of AC/Heat. The request was given to the Tourism Committee to inform them of their request.

**7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**

Marketing Consultant Loretta Shirley presented the marketing report to the committee. Loretta will be working on the Marketing Plan for 10/1/2014 – 09/30/2015. She will be

looking into direct marketing to large groups, reviewing the magazine advertising in Texas Monthly, Texas Highways and Southern Living. She asked for suggestions from the committee. She will present a proposed marketing schedule at the July meeting. Two billboards are in place. Ann Covert asked about making a video of Gonzales and looking into the Day Tripper and Country Reporter.

**8. Report on Upcoming Events.**

Main Street Concert Series  
Texas Water Safari

**9. Financial Report.**

The committee reviewed the financial report.

**10. Report from Committee Members and Staff.**

Ann Covert reported that she had complaints on three restaurants and asked if the committee could address this. Tim Patek reported that the Health Department had been in touch with his office. He stated that if anyone had a complaint that they should contact the State Health Department

**11. Next regular meeting will be July 10, 2014 at 12:30 p.m.**

**12. Adjourn.**

No further matters were discussed. The meeting was adjourned by motion by Meena Patel and seconded by Paul Frenzel.



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Barbara Friedrich, Recording Secretary