

# GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, May 8, 2014  
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 April 10, 2014.
4. Discuss and Consider Cooperative Advertising with GVTC.
5. Discussion from Allen Barnes about upcoming strategies and goals for Tourism Committee.
6. Report on Brochure Committee Meeting.
7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
8. Report on Upcoming Events.
9. Financial Report.
10. Report from Committee Members and Staff.
11. Next regular meeting will be June 12, 2014 at 12:30 p.m.
12. 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](http://www.cityofgonzales.org) the 5<sup>th</sup> day of May 2014 at 11:15 a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed \_\_\_\_\_.

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.

# **GONZALES TOURISM ADVISORY COMMITTEE MEETING**

**Thursday, April 10, 2014  
City Hall at 12:30 P.M.**

## **MINUTES**

- 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, Richard Tiller, Barbara Crozier, Ken Morrow, Alison Guerra-Rodriguez, Barbara Friedrich, Tim Patek and Daisy Scheske. Meena Patal was absent. Marketing consultant Loretta Shirley, Mayor Robert A. Logan, Doug Phelean and David DeMent were also present.
- 2. Public/Citizens Comments.**  
David DeMent presented an article about the Butterfly Garden that was in the Texas Co Op Power magazine and expressed his appreciation for the Tourism funding of the Butterfly Garden.  
Alison Guerra Rodriguez inquired about the pictures on the City's access channel with Time Warner and if they could be changed.
- 3. Discuss and Approve minutes of March 13, 2014.**  
Following discussion, Alison Guerra-Rodriguez moved to approve the minutes of March 13, 2014 with the following corrections: Item 1, Daisy Scheske was present at the meeting; Item 4, Ann Covert requested that Richard Tiller phone Scott Joslove with the Texas Hotel and Lodging Association to confirm that HOT funds could be used for this promotional; Item 8, Ann covert presented a proposed Tourism/Marketing/Management Plan for the City of Gonzales, Texas; Item # 12, Discussion was made as to the distribution of the 2014 Visitor's Guide to local businesses. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.
- 4. Discuss and Consider Best of Texas 2014 TV ad.**  
Marketing Consultant Loretta Shirley reported Best of Texas 2014 TV ad promoter contacted her about advertising in this video. This would air one time and cost would be \$2,500.00.  
Following discussion, Barbara Crozier moved to a make a recommendation that the Tourism Committee do not advertise in this promotion. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.
- 5. Discuss and Consider billboard art.**  
Marketing Consultant Loretta Shirley presented several designs for the billboard art work. Following discussion, Ken Morrow moved to approve the color tan for the billboard with the removal of exit 649. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.
- 6. Discuss and Consider billboard locations.**

**Marketing Consultant Loretta Shirley presented a billboard location on Hwy. 183, 285' South of Margo Drive, Mustang Ridge, Right hand/Southbound Reader for the Tourism's Committee consideration.**

**Following discussion, Ken Morrow moved to approve leasing the billboard located on Hwy. 183, 285; South of Margo Drive, Mustang Ridge. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.**

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

**Marketing Consultant Loretta Shirley presented the marketing report to the committee. She reported that she would like to do a Facebook contest to promote the Main Street Concert Series in conjunction with Austin 360 ads and Google Ad Campaign. We will need a prize for this promotion. Loretta reported that she is working on the Tour Gonzales web site. The new site should be launched by mid-April.**

**8. Report on Upcoming Events.**

**Pioneer Village Dutch Oven Cook-off  
Hospital Gala**

**9. Financial Report.**

**Reviewed.**

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

**Discussion was made as to the lack of structure to distribute brochures to the local businesses. Brochure Committee will meet to discuss the distribution of brochures. Discussion was made as to procedures for reordering brochures.**

**Ann Covert inquired about the City Council agenda items for the True West magazine and the Texas History Museum District. Committee informed her that these agenda items died due to lack of a motion from City Council.**

**11. Next regular meeting will be May 8, 2014 at 12:30 p.m.**

**12. Adjourn.**

**No further matters were discussed. The meeting was adjourned by motion by Alison Guerra-Rodriguez and seconded by Paul Frenzel.**

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**Barbara Friedrich, Recording Secretary**

**1. Marketing Schedule –**

TourTexas.com	Sky Banner	1-May-14
Texas Highways	Full Page	1-May-14
TexasMonthly.com	Premium Box	1-May-14
Southern Living	1/3 Page	1-May-14
TourTexas.com Enewsletter	Stand Alone	15-May-14
Austin 360	1/6 Page	May 16, 2014

**2. Marketing Update**

- a. Facebook contest update

**3. Smart Phone App Update**

- a. New Tour Gonzales Site Launched and App updates in process

**4. App Stats, Web and Social Media Update**

**Tour Gonzales App Stats**

New Downloads	57
<b>Region</b>	<b>% of Users</b>
Austin	28.00%
Houston	17.00%
San Antonio	17.00%
DFW	8.00%
Corpus	30.00%

**Tour Gonzales Website**

Pageviews	5,588
New Visitors	76%

**Tour Gonzales Facebook**

Likes	111
People Saw Posts	298

**5. Other Updates and Info**

- a. March 22 – April 30 Direct leads/brochure requests from ads – 698
- b. Gonzales County Jail Museum April 2014 Visitors – 290

**GONZALES TOURISM COMMITTEE  
SPECIAL PROJECTS  
APPROVED BY CITY COUNCIL  
10/01/2013 - 09/30/2014**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013	\$5,000.00	\$4,516.08
Old Jail Museum Visitor Center Approved by City Council August 6, 2013	\$5,000.00	\$4,731.92
Rusted Gingham Approved by City Council August 6, 2013	\$3,500.00	\$1,724.46
Historic Homes Association Approved by Committee August 26, 2013	\$1,000.00	\$963.59
Central Texas Independent Cattlemen's Association Approved by Committee September 26, 2013	\$2,500.00	\$2,500.00
DVS Productions Approved by Committee February 13, 2014 Approved by City Council March 3, 2014	\$6,000.00	
McClure-Home Restoration and Repair Approved by Committee March 13, 2014	\$700.00	
<b>TOTAL</b>	<b>\$23,700.00</b>	<b>\$14,436.05</b>
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$23,700.00	\$14,436.05
<b>AVAILABLE FUNDS</b>	<b>\$1,300.00</b>	<b>\$10,563.95</b>



CITY OF GONZALES  
FINANCIAL STATEMENT  
AS OF: APRIL 30TH, 2014

## 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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	385,000.00	75,955.10	419,756.14	109.03	0.00	( 34,756.14)
4-811.801 INTEREST INCOME	<u>750.00</u>	<u>123.72</u>	<u>861.71</u>	<u>114.89</u>	<u>0.00</u>	<u>( 111.71)</u>
TOTAL 811-HOTEL/MOTEL	385,750.00	76,078.82	420,617.85	109.04	0.00	( 34,867.85)
<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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	3,004.81	33.39	0.00	5,995.19
4-814.501 MUNICIPAL COURT FEES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	3,004.81	33.39	0.00	5,995.19
*** TOTAL REVENUES ***	394,750.00	76,078.82	423,622.66	107.31	0.00	( 28,872.66)





## FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2014

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	1,500.00	667.08	1,091.54	72.77	0.00	408.46
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	1,500.00	667.08	1,091.54	72.77	0.00	408.46
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	2,500.00	0.00	2,665.25	106.61	0.00	( 165.25)
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	0.00	1,093.90	1,093.90	0.00	0.00	( 1,093.90)
7-811.412 CHAMBER OF COMMERCE	45,000.00	18,750.00	36,332.82	80.74	0.00	8,667.18
7-811.413 PIONEER VILLAGE	10,000.00	1,637.50	1,637.50	16.38	0.00	8,362.50
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	9,661.91	96.62	0.00	338.09
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	<u>5,000.00</u>	<u>899.35</u>	<u>899.35</u>	<u>17.99</u>	<u>0.00</u>	<u>4,100.65</u>
TOTAL 4-CONTRACT/OPER SERVICES	82,500.00	22,380.75	52,290.73	63.38	0.00	30,209.27
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	14,161.96	73,729.25	52.66	0.00	66,270.75
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	1,363.61	0.00	0.00	( 1,363.61)
7-811.504 SIGNAGE & BANNERS	10,000.00	0.00	10.44	0.10	0.00	9,989.56
7-811.520 MARKETING AND PROMOTIONS	25,000.00	2,179.10	20,014.60	80.06	0.00	4,985.40
7-811.521 SPECIAL PROJECTS	40,000.00	0.00	17,588.61	43.97	0.00	22,411.39
7-811.522 EVENTS	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	74,120.00	211.77	0.00	( 39,120.00)
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	20.97	0.42	0.00	4,979.03
7-811.528 JB WELLS HOUSE	10,000.00	2,947.60	6,474.63	64.75	0.00	3,525.37
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>75.98</u>	<u>1,668.26</u>	<u>33.37</u>	<u>0.00</u>	<u>3,331.74</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	295,000.00	19,364.64	194,990.37	66.10	0.00	100,009.63



FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

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

12/27/13	12/27	B20197	Misc	121315	04006	ALLOCATE MONTHLY POSTAGE	JE# 011790		5.52	5.52
						DECEMBER ACTIVITY DB:	5.52	CR: 0.00	5.52	
1/29/14	2/24	A57434	CHK: 000000		11670	POSTAGE FEE, ZAPATA, TEX 2931	203		10.20	15.72
1/30/14	4/10	B21096			04256	MISCODED EXPENSE HOTEL/MOTEL	JE# 012159		397.22	412.94
						JANUARY ACTIVITY DB:	407.42	CR: 0.00	407.42	
3/31/14	3/31	B20990	Misc	031415	04227	TO ALLOCATE MONTHLY POSTAGE	JE# 012107		11.52	424.46
						MARCH ACTIVITY DB:	11.52	CR: 0.00	11.52	
4/17/14	4/17	A59148	CHK: 099653		11941	1ST QTR 2014 PAYMENT	0041	1ST QTR 2014	667.08	1,091.54
						APRIL ACTIVITY DB:	667.08	CR: 0.00	667.08	
						ACCOUNT TOTAL DB:	1,091.54	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

1/16/14	1/31	A56678	CHK: 098917		11740	THLA MEMBERSHIP	0926	014-23202	2,665.25	2,665.25
						JANUARY ACTIVITY DB:	2,665.25	CR: 0.00	2,665.25	
						ACCOUNT TOTAL DB:	2,665.25	CR: 0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

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

4/04/14 4/10 A59016 CHK: 099600 11919 1ST QTR 2014 2899 1ST QTR 2014 1,093.90 1,093.90  
 ===== APRIL ACTIVITY DB: 1,093.90 CR: 0.00 1,093.90  
 ===== ACCOUNT TOTAL DB: 1,093.90 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

1/14/14 1/24 A56338 CHK: 098833 11733 OPERATING EXPENSES 0041 4TH QTR 2013 3,750.00 3,750.00  
 1/14/14 1/24 A56338 CHK: 098833 11733 RENOVATIONS KITCHEN 0041 4TH QTR 2013 13,832.82 17,582.82  
 1/30/14 1/31 A56622 CHK: 098891 11740 REIMBURSEMENT FOR TOURIS 0041 REIMBURSE 1-30-14 397.22 17,980.04  
 1/30/14 4/10 B21096 04256 MISCODED EXPENSE HOTEL/MOTEL JE# 012159 397.22CR 17,582.82  
 ===== JANUARY ACTIVITY DB: 17,980.04 CR: 397.22CR 17,582.82

4/17/14 4/17 A59148 CHK: 099653 11941 1ST QTR 2014 PAYMENT 0041 1ST QTR 2014 3,750.00 21,332.82  
 4/24/14 4/24 A59329 CHK: 099702 11956 REIMBURSEMENT FOR FLOAT 0041 FLOAT REIMBURSE 15,000.00 36,332.82  
 ===== APRIL ACTIVITY DB: 18,750.00 CR: 0.00 18,750.00  
 ===== ACCOUNT TOTAL DB: 36,730.04 CR: 397.22CR

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

4/11/14 4/17 A59172 CHK: 099655 11941 1ST QTR 2014 1027 1ST QTR 2014 1,637.50 1,637.50  
 ===== APRIL ACTIVITY DB: 1,637.50 CR: 0.00 1,637.50  
 ===== ACCOUNT TOTAL DB: 1,637.50 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

10/17/13 10/31 A53820 CHK: 098017 11524 COLOR BANNER,GROMMET BAN 3081 1862 3,648.50 3,648.50  
 ===== OCTOBER ACTIVITY DB: 3,648.50 CR: 0.00 3,648.50

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE----	
11/20/13	11/27	A54745	CHK: 098214	11599 500 FT. C-9 SPOOL, MALE	3292	24954		196.18	3,844.68	
			=====	NOVEMBER ACTIVITY DB:	196.18	CR:	0.00	196.18		
12/15/13	1/03	A55693	CHK: 098614	11652 C9 CLEAR BULB, 130 VOLT,	0952	5876		206.84	4,051.52	
12/15/13	1/03	A55694	CHK: 098614	11652 C9 WARM WHITE LED BULBS	0952	5877		610.39	4,661.91	
			=====	DECEMBER ACTIVITY DB:	817.23	CR:	0.00	817.23		
3/13/14	3/20	A58275	CHK: 099395	11853 MR. B FIREWORKS 07/04/14	2992	070114		5,000.00	9,661.91	
			=====	MARCH ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00		
			=====	ACCOUNT TOTAL DB:	9,661.91	CR:	0.00			
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7-811.417	INSURANCE									
	B E G I N N I N G B A L A N C E								0.00	
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7-811.430	TRAVEL & TRAINING									
	B E G I N N I N G B A L A N C E								0.00	
4/17/14	4/24	A59480	CHK: 099676	11956 TE 4/16-4/17	2923	TE 4/17/14		269.65	269.65	
4/21/14	4/24	A59479	CHK: 099676	11956 TE 4/21/2014 - 4/28/2014	2923	4/21/14		100.14	369.79	
4/29/14	4/29	A59605	CHK: 099757	11978 TRAVEL EXPENSES 4/30-5/0	2923	TE 4/30-5/03		299.56	669.35	
4/29/14	4/29	A59606	CHK: 099758	11978 TE 5/1-5/3 SPENCER IA	3350	TE 5/1/14		115.00	784.35	
4/29/14	4/29	A59607	CHK: 099759	11978 TRIP TO ROBSTOWN & SPENC	0711	TE 5/1-5/3		115.00	899.35	
			=====	APRIL ACTIVITY DB:	899.35	CR:	0.00	899.35		
			=====	ACCOUNT TOTAL DB:	899.35	CR:	0.00			
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7-811.502	ADVERTISING									
	B E G I N N I N G B A L A N C E								0.00	
10/01/13	10/11	A53117	CHK: 097807	11476 ADVERTISING	1044	4715070		1,363.61	1,363.61	
10/11/13	10/22	A53550	CHK: 097940	11512 TEXAS IND. MEMBERSHIP FE	1748	10/12-08/13		1,000.00	2,363.61	
10/18/13	10/31	A53806	CHK: 098041	11524 TEXAS MONTHLY NOV ISSUE	2714	TM64430		9,503.85	11,867.46	
10/21/13	11/26	A54539	CHK: 000000	11446 3 OF SOUTHERN LIVING	2931	051841		16.21	11,883.67	
10/30/13	11/21	A54396	CHK: 098181	11553 ADVERTISING	3287	1402088		4,151.00	16,034.67	
			=====	OCTOBER ACTIVITY DB:	16,034.67	CR:	0.00	16,034.67		
11/01/13	11/08	A54036	CHK: 098106	11542 ADVERTISING	0668	237947		5,461.93	21,496.60	
11/01/13	11/08	A54102	CHK: 098107	11542 ADVERTISING NOV/DEC	3255	40007806		5,686.50	27,183.10	
11/01/13	11/21	A54301	CHK: 098135	11553 ADVERTISING	1044	472871		1,363.61	28,546.71	
11/27/13	12/06	A54946	CHK: 098468	11603 4 COLOR, FULL PAGE DISPL	3024	242203		1,656.18	30,202.89	
11/30/13	12/20	A55403	CHK: 098583	11640 TEXAS MONTHLY	2714	IN65096		892.50	31,095.39	
			=====	NOVEMBER ACTIVITY DB:	15,060.72	CR:	0.00	15,060.72		
12/01/13	12/06	A54886	CHK: 098419	11603 CC,HOUSTON,AUSTIN, SAT	1044	474014		1,363.61	32,459.00	
12/07/13	1/27	A56578	CHK: 000000	11605 GOOGLE ADWORDS	2931	244-069-3222		350.00	32,809.00	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
12/19/13	12/20	A55239	CHK: 000000	11544 ADVERTISING	2931	4427-7562-8592		250.00	33,059.00
12/26/13	1/03	A55774	CHK: 098637	11652 GEDC & MAIN STREET ADVER	2729	122613-80		14.56	33,073.56
			=====	DECEMBER ACTIVITY DB:	1,978.17	CR:	0.00	1,978.17	
1/02/14	2/07	A56918	CHK: 098954	11764 ADVERTISE BOARD OPENINGS	2729	010214-77		14.56	33,088.12
1/31/14	2/24	A57429	CHK: 000000	11670 GOOGLE	2931	13114		27.41	33,115.53
			=====	JANUARY ACTIVITY DB:	41.97	CR:	0.00	41.97	
2/01/14	2/07	A56884	CHK: 098942	11764 ADVERTISING FOR FDR DIS	1044	476442		1,363.59	34,479.12
2/07/14	4/24	A59432	CHK: 099682	11956 CERTIFIED FOLDER DISPLAY	1044	13-0080609		15,413.17	49,892.29
2/28/14	3/20	A58176	CHK: 099374	11853 GONZALES INQUIRER	0071	022814		3,950.00	53,842.29
			=====	FEBRUARY ACTIVITY DB:	20,726.76	CR:	0.00	20,726.76	
3/18/14	3/20	A58268	CHK: 099361	11853 CENTRAL TEXAS ADVERTISIN	2719	031814		2,500.00	56,342.29
3/31/14	4/10	A59019	CHK: 099575	11919 WEB DISPLAY	3025	242193		2,850.00	59,192.29
3/31/14	4/10	B21095		04255 MISCODED EXPENSE HOTEL/MOTEL		JE# 012158		375.00	59,567.29
			=====	MARCH ACTIVITY DB:	5,725.00	CR:	0.00	5,725.00	
4/02/14	4/10	A59017	CHK: 099581	11919 MOBILE APP ADVERTISING	2944	20141681		7,500.00	67,067.29
4/04/14	4/10	A59023	CHK: 099595	11919 BILLBOARD ADVERTISING	3341	5483		1,200.00	68,267.29
4/10/14	4/24	A59406	CHK: 099741	11956 ADVERTISING	0668	242200		5,461.96	73,729.25
			=====	APRIL ACTIVITY DB:	14,161.96	CR:	0.00	14,161.96	
			=====	ACCOUNT TOTAL DB:	73,729.25	CR:	0.00		

7-811.503

ELECTRICAL LINE EXPENSE

BEGINNING BALANCE

0.00

1/01/14	1/10	A56002	CHK: 098703	11681 CERTIFIED FOLDER DISPLAY	1044	475215		1,363.61	1,363.61
			=====	JANUARY ACTIVITY DB:	1,363.61	CR:	0.00	1,363.61	
			=====	ACCOUNT TOTAL DB:	1,363.61	CR:	0.00		

7-811.504

SIGNAGE & BANNERS

BEGINNING BALANCE

0.00

10/01/13	11/08	A53997	CHK: 098068	11542 FASTENERS, BOLTS, WASHER	0219	00640687		10.44	10.44
			=====	OCTOBER ACTIVITY DB:	10.44	CR:	0.00	10.44	
3/31/14	4/10	A59007	CHK: 099632	11919 SKYSCRAPER BANNER	2404	242196		375.00	385.44
3/31/14	4/10	B21095		04255 MISCODED EXPENSE HOTEL/MOTEL		JE# 012158		375.00CR	10.44
			=====	MARCH ACTIVITY DB:	375.00	CR:	375.00CR	0.00	
			=====	ACCOUNT TOTAL DB:	385.44	CR:	375.00CR		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.520 MARKETING AND PROMOTIONS  
B E G I N N I N G B A L A N C E 0.00

10/01/13	10/11	A53120	CHK: 097800	11476	9/27/13 MONTHLY BILLING	1071	09/27/13	BILL	37.00	37.00
10/08/13	10/11	A53146	CHK: 097831	11476	MARKETING SERVICES	2895	1073		1,657.50	1,694.50
10/27/13	11/21	A54302	CHK: 098129	11553	MONTHLY BILLING FOR CELL	1071	9/28/13-10/27/13		37.00	1,731.50
			=====		OCTOBER ACTIVITY DB:	1,731.50	CR:	0.00	1,731.50	
11/04/13	11/08	A54089	CHK: 098093	11542	ENGRAVING CHARGE LEFT OF	2819	9887		125.00	1,856.50
11/11/13	11/21	A54382	CHK: 098179	11553	MARKETING SERVICES	2895	1075		1,657.50	3,514.00
			=====		NOVEMBER ACTIVITY DB:	1,782.50	CR:	0.00	1,782.50	
12/06/13	12/06	A54941	CHK: 098459	11603	MARKETING SERVICES	2895	1078		1,657.50	5,171.50
			=====		DECEMBER ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
1/07/14	1/10	A56022	CHK: 098726	11681	MARKETING SERVICES	2895	1082		1,657.50	6,829.00
1/24/14	1/31	A56722	CHK: 098899	11740	TEXAS INDEPENDENCE RELAY	3275	01/24/14		2,500.00	9,329.00
			=====		JANUARY ACTIVITY DB:	4,157.50	CR:	0.00	4,157.50	
2/06/14	2/07	A56937	CHK: 098983	11764	ROCKIN' S MARKETING & D	2895	1084		1,657.50	10,986.50
2/06/14	3/07	A57814	CHK: 099266	11820	TENT FOR TX INDEP RELAY	1726	020614		2,892.00	13,878.50
2/14/14	3/20	A58271	CHK: 099400	11853	TOUR GONZALES BROCHURES	2819	10162		2,299.50	16,178.00
			=====		FEBRUARY ACTIVITY DB:	6,849.00	CR:	0.00	6,849.00	
3/03/14	3/07	A57849	CHK: 099280	11820	ROCKIN' S MARKETING & D	2895	1086		1,657.50	17,835.50
			=====		MARCH ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
4/07/14	4/10	A59015	CHK: 099619	11919	MARKETING SERVICES	2895	1091		1,657.50	19,493.00
4/16/14	4/24	A59390	CHK: 099736	11956	BROCHURE DRIVING/WALKING	0230	126261A		521.60	20,014.60
			=====		APRIL ACTIVITY DB:	2,179.10	CR:	0.00	2,179.10	
			=====		ACCOUNT TOTAL DB:	20,014.60	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

10/29/13	10/31	A53813	CHK: 098002	11524	BROCHURES	2956	9721		963.59	963.59
			=====		OCTOBER ACTIVITY DB:	963.59	CR:	0.00	963.59	
12/03/13	12/06	A54949	CHK: 098463	11603	ADVERTISEMENT FOR BARN S	3043	12/03/2013		1,694.49	2,658.08
12/12/13	12/20	A55262	CHK: 098543	11640	ADVERTISING EXPENSES	0041	12/12/13		4,516.08	7,174.16
12/12/13	12/20	A55431	CHK: 098578	11640	ADVERTISEMENT FOR BARN S	3043	12/12/13		29.97	7,204.13
12/18/13	1/03	A55698	CHK: 098641	11652	RESTORATION/ADVERTISING	1027	121813		2,349.06	9,553.19
			=====		DECEMBER ACTIVITY DB:	8,589.60	CR:	0.00	8,589.60	
1/14/14	1/24	A56491	CHK: 098835	11733	APPROVED EXPENSES	3310	4TH QTR 2013		4,731.92	14,285.11
1/14/14	1/24	A56492	CHK: 098821	11733	4TH QTR 2013 REIMBURSEME	2899	4TH QTR 2013		3,303.50	17,588.61
			=====		JANUARY ACTIVITY DB:	8,035.42	CR:	0.00	8,035.42	
			=====		ACCOUNT TOTAL DB:	17,588.61	CR:	0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.522 EVENTS  
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

10/09/13 10/17 A53365 CHK: 097909 11484 ARCHITECTURAL/ENGR SERV 1103 10-0501-5 522.50 522.50  
===== OCTOBER ACTIVITY DB: 522.50 CR: 0.00 522.50

11/21/13 1/17 A56168 CHK: 098794 11715 MUSEUM RESTORATION 1103 10-0501-5-A 6,380.00 6,902.50  
===== NOVEMBER ACTIVITY DB: 6,380.00 CR: 0.00 6,380.00

1/13/14 1/24 A56446 CHK: 098859 11733 MUSEUM RESTORATION 1103 10-0501-7 2,090.00 8,992.50

1/28/14 1/31 A56680 CHK: 098923 11740 CONCRETE WORK AT MUSEUM 1046 013014 19,327.50 28,320.00  
===== JANUARY ACTIVITY DB: 21,417.50 CR: 0.00 21,417.50

2/05/14 2/13 A57156 CHK: 099091 11774 CLEANING OUTSIDE OF MUSE 3315 541451309 41,800.00 70,120.00  
===== FEBRUARY ACTIVITY DB: 41,800.00 CR: 0.00 41,800.00

3/18/14 4/03 A58796 CHK: 099536 11896 MID-CONTINENTAL RESTORAT 3315 541451309-B 2,200.00 72,320.00

3/28/14 4/10 A58981 CHK: 099633 11919 GONZ. MUSEUM RESTORATION 1103 10-0501-8 1,800.00 74,120.00  
===== MARCH ACTIVITY DB: 4,000.00 CR: 0.00 4,000.00

===== ACCOUNT TOTAL DB: 74,120.00 CR: 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

3/21/14 4/03 A58655 CHK: 099506 11896 ROOF SEALANT CLEAR 0219 00649666 20.97 20.97  
===== MARCH ACTIVITY DB: 20.97 CR: 0.00 20.97

===== ACCOUNT TOTAL DB: 20.97 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

10/02/13 10/11 A53121 CHK: 097816 11476 RECEIPTS FROM 4TH QTR 1130 100313 2,500.00 2,500.00  
===== OCTOBER ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00

1/10/14 1/17 A56189 CHK: 098750 11715 THE DRT --- ALAMO FUND 2793 011014 1,027.03 3,527.03

1/10/14 1/24 A56447 CHK: 098834 11733 DRT EXPENSES 011104 1130 01/10/14 1,027.03 4,554.06



FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
1/17/14	1/22	A56316	VOID: 098750	11734 REVERSE VOIDED CHECK	2793	011014		1,027.03CR	3,527.03
			=====	JANUARY ACTIVITY DB:	2,054.06	CR:	1,027.03CR	1,027.03	
4/04/14	4/10	A58982	CHK: 099598	11919 REPAIRS	1130	040414		2,947.60	6,474.63
			=====	APRIL ACTIVITY DB:	2,947.60	CR:	0.00	2,947.60	
			=====	ACCOUNT TOTAL DB:	7,501.66	CR:	1,027.03CR		
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7-811.529			RIVERSIDE MUSEUM						
			BEGINNING	BALANCE					0.00
10/10/13	10/11	A53118	CHK: 097842	11476 21 CURB STOPPERS	1046	1478		735.00	735.00
10/11/13	10/22	A53561	CHK: 097922	11512 RIVERSIDE DEPT. 10/11/13	1816	RIVERSIDE 10/11/13		69.23	804.23
10/18/13	11/26	A54579	CHK: 000000	11446 LIGHT FIXTURE, EXIT LIGH	2931	80118165		69.96	874.19
			=====	OCTOBER ACTIVITY DB:	874.19	CR:	0.00	874.19	
11/11/13	11/21	A54324	CHK: 098157	11553 RIVERSIDE INTERNET & PHO	1816	RIVERSIDE 11/11/13		69.21	943.40
11/22/13	11/27	A54702	CHK: 098247	11599 ANNUAL INSPECTION	1729	011231		30.00	973.40
			=====	NOVEMBER ACTIVITY DB:	99.21	CR:	0.00	99.21	
12/06/13	12/20	A55317	CHK: 098538	11640 NAILS, FLOORING	0219	00644263		17.99	991.39
12/06/13	12/20	A55318	CHK: 098538	11640 FLOORING WOOD FILLER	0219	00644275		15.98	1,007.37
12/12/13	12/20	A55373	CHK: 098548	11640 RIVERSIDE PHONE & INTERN	1816	RIVERSIDE 12/12/13		69.17	1,076.54
			=====	DECEMBER ACTIVITY DB:	103.14	CR:	0.00	103.14	
1/11/14	1/24	A56461	CHK: 098840	11733 RIVERSIDE PHONE & INTERN	1816	1/11/14 RIVERSIDE		69.24	1,145.78
			=====	JANUARY ACTIVITY DB:	69.24	CR:	0.00	69.24	
2/11/14	2/27	A57579	CHK: 099188	11807 WATER DEPT. TV & RIVERSI	1816	2/11/14 RIVERSIDE		69.24	1,215.02
2/23/14	2/13	A57103	CHK: 099100	11774 TERMINIX RIVERSIDE	0565	4299148		308.00	1,523.02
			=====	FEBRUARY ACTIVITY DB:	377.24	CR:	0.00	377.24	
3/11/14	3/20	A58253	CHK: 099376	11853 INTERNET AND PHONE	1816	3/11/14 RIVERSIDE		69.26	1,592.28
			=====	MARCH ACTIVITY DB:	69.26	CR:	0.00	69.26	
4/04/14	4/10	A58960	CHK: 099596	11919 BASSAST FOR LIGHT FIXTUR	0219	00650578		75.98	1,668.26
			=====	APRIL ACTIVITY DB:	75.98	CR:	0.00	75.98	
			=====	ACCOUNT TOTAL DB:	1,668.26	CR:	0.00		
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7-811.610			OFFICE FURNITURE & EQPT						
			BEGINNING	BALANCE					0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

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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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	---	DEBITS	---	---	CREDITS	---
BEGINNING BALANCES:		0.00			0.00	
REPORTED ACTIVITY:		250,171.89			1,799.25CR	
ENDING BALANCES:		250,171.89			1,799.25CR	