

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, September 11, 2014
City Hall at 12:30 P.M.**

MINUTES

1. Call to Order, Certification of Quorum.

Vice-Chairman Barbara Crozier called the meeting to order at 12:30 p.m. and certified a quorum with Alison Guerra-Rodriguez, Ken Morrow, Barbara Crozier, Meena Patel, Paul Frenzel, Ann Covert, Barbara Friedrich, and Tim Patek. Richard Tiller and Daisy Scheske were absent. Marketing consultant Loretta Shirley, James McMains, Doug Phelan, Chris Kappmeyer, Valerie Reddell, Mayor Robert A. Logan and Councilman Tommy Schurig were also present.

2. Public/Citizens Comments.

Valerie Reddell publisher of the Gonzales Inquirer spoke of an advertising opportunity for a special insert advertising the "Come and Take It" event. The deadline for submitting an ad would be September 19, 2014. Barbara Crozier remarked that since this was not an agenda item the committee could not take action. This may be something we would like to look at doing next year.

James McMains reported that he hopes to have the interior of the Templin Saloon finished by next week.

3. Discuss and Approve minutes of August 21, 2014.

Following discuss, Alison Guerra-Rodriguez moved to approve the minutes of August 14, 2014 with the correction of changing the amount in item # 6 from \$12410.75 to \$1,410.75. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

4. Discus and Consider Application from Historic Homes Association for funding up to \$1,500.00 for advertising the Winterfest Home Tour.

An application from Historic Homes Association for funding up to \$1,500.00 for brochures, flyers and tickets to promote the Winterfest Home Tour was received by the committee. Following discussion, Meena Patel moved to approve funding up to \$1,500.00 to the Historic Homes Association for the promotion of the Winterfest Home Tour. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Approve Billboards.

Marketing Consultant Loretta Shirley presented three options for billboards on I-35 South. Following discussion, the committee decided not to take any action at this time,

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

Marketing Consultant Loretta Shirley gave a report on the Marketing Schedule for September thru November; reported that she would do a Facebook contest for September/October; inquired about ordering Visitor Guides before Come and Take It;

reported that she and Tim Patek would be going to the TTIA Travel Summit, September 28 – October 1; and gave a report on the Movie Premier weekend Event.

7. Report on Upcoming Events.

First Shot BBQ Cook-off

Come & Take It

Movie Premier Weekend

100 year birthday party for the Kokernot House

8. Financial Report.

Financial reports were reviewed. Barbara Crozier reported that the Crystal Theater was not included in the City Budget for 2014-2015. The Crystal Theater will be coming before the committee to request funds from Special Projects.

9. Report from Committee Members and Staff.

Ann Covert asked to readdress the billboard for local business partnership which was on the August 14, 2014 agenda. Loretta Shirley explained the concept to this partnership and that the committee did not feel that it was something that could work.

10. Next regular meeting will be October 9, 2014 at 12:30 p.m.

11. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Alison Guerra-Rodriguez and seconded by Meena Patel.



Barbara Friedrich, Recording Secretary