

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.



Barbara Friedrich, Recording Secretary