

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, April 10, 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 March 13, 2014.
4. Discuss and Consider Best of Texas 2014 TV ad.
5. Discuss and Consider billboard art.
6. Discuss and Consider billboard locations.
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 May 8, 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 the 1st day of April, 2014 at 8:30 (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, March 13, 2014
City Hall at 12:30 P.M.**

MINUTES

1. Call to Order, Certification of Quorum.

Chair Richard Tiller called the meeting to order at 12:30 am and certified a quorum with Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Alison Rodriguez, Barbara Friedrich, and Tim Patek. Meena Patel and Paul Frenzel were absent. Marketing consultant Loretta Shirley, and Jeff Coleman were also present.

2. Public/Citizens Comments.

Alison Guerra Rodriguez spoke about the concerns of all the lodging establishments coming to Gonzales. Holiday Inn and Sleep Inn Suites had about a 20% drop in occupancy. They had a 70% occupancy for the year.

3. Discuss and Approve minutes of February 13, 2014.

Following Discussion, Alison Guerra Rodriguez moved to approve the minutes of February 13, 2014. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider Hotel/Motel Funding Applications.

Jeff Coleman of the Hotel Alcalde presented a request for funding up to \$2,000.00 to purchase a promotional wrap to be placed on their van advertising the Hotel Alcalde. The wrap would promote Gonzales and have the Tourgonzales.com on the front of the van. The van would be used to pick up visitors to the Hotel Alcalde from Austin and San Antonio Airports. Richard Tiller phoned Scott Joslove with the Texas Hotel and Lodging Association who confirmed that HOT funds could be used for this promotional.

Following discussion Ann Covert moved to approve funding up to \$2,000.00 to Hotel Alcalde to purchase a promotional wrap for their van. Ken Morrow seconded the motion.

Further discussion was made.

Ann Covert amended her motion to approve funding up to \$2,000.00 to Hotel Alcalde for the purchase of a promotional wrap with their van with the condition that Mr. Coleman comes back with a new design concept. Mr. Coleman will e-mail Barbara Friedrich the new design and she will forward to the committee. Ken Morrow seconded the motion. Ann Covert, Ken Morrow, and Barbara Crozier voted in favor of the motion; Richard Tiller and Alison Guerra Rodriguez voted against the motion. The motion prevailed by a three to two vote.

An application was received from McClure-Braches Home Restoration and Repair for funding up to \$700.00 to print rack cards to be used for information requests received via telephone and the internet.

Following discussion, Barbara Crozier moved to approve funding up to \$700.00 to the McClure-Braches Home Restoration and Repair for rack cards. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider billboard proposals.

Marketing Consultant Loretta Shirley presented a proposal for four billboards along the I-10 Corridor starting at Katy Mills Mall. Discussion was made of design and color of billboards. Loretta will e-mail the billboard design in four different colors to the committee members and they will advise via e-mail the color desired.

Following discussion, Ken Morrow moved to approved leasing the billboard about 26 miles from Katy Mills Mall; right hand read, bottom, illuminated; between San Felipe and Sealy. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Discuss and Consider revisions to Hotel Occupancy Tax Use Guidelines Under Texas State Law and Funding Application Form.

Barbara Friedrich presented revisions to the Hotel Occupancy Tax Use Guidelines Under Texas State Land and Funding Application to the committee. The Committee unanimously agreed to the revisions.

7. Discuss and Consider Post Event Report Form Hotel Occupancy Tax Funding.

Barbara Friedrich presented the Post Event Report Form Hotel Occupancy Tax Funding to the committee. She stated that this form had previously been approved. She did not know why the committee stopped having the applicants submit this information with their request for funding. Barbara said there was great information on this form and suggested that the Committee put it back in use. The Committee unanimously agreed to have applicants complete the Post Event Report Form.

8. Discuss and Consider Tourism/Marketing/Management Plan for the City of Gonzales, Texas.

Ann Covert presented a Tourism/Marketing/Management Plan for the City of Gonzales, Texas. Ann stated that it is objective information of what the whole community could do and that it would take a team effort. The Committee reviewed the plan and decided to make an effort to work with the community leaders. No action was taken.

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

Loretta Shirley presented the marketing report.

10. Report on Upcoming Events.

Texas Independence Relay

11. Financial Report.

Committee reviewed the financial report.

12. Report from Committee Members and Staff.

Discussion was made as to the distribution of the 214 Visitor's Guide to local businesses.

13. Next regular meeting will be April 10, 2014 at 12:30 p.m.

14. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Barbara Crozier and seconded by Ken Morrow.

Barbara Friedrich, Recording Secretary

Network Overview

General Facts:

Launch Date: June 1985
Subscriber Count (January 2011): 100.5 Million

Viewer Profile:

Prime Median Age: 41.0
A18-49 Median HHI: \$69,000

DSC

Cable Avg

Network Rank in Prime vs. Ad-Supp. Cable (000):

A18-49	#8	679,000
M18-49	#6	434,000
A25-54	#7	686,000
M25-54	#6	436,000

Network Rank in Prime vs. Ad-Supp. Cable (VPVH):

A18-49	#10	733
M18-49	#8	468
A25-54	#6	740
M25-54	#7	471

Source: Nielsen Media Research, Data Stream: Live +7, 12/28/09-12/26/10, Median Age based on P2+

Viewer Profile

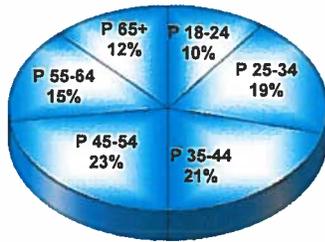
Primetime Gender Skew%: Adults 18+

MALE: 63.4 FEMALE: 36.6

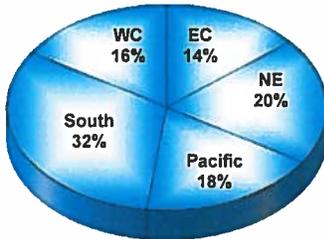
Primetime Audience Composition A18+

Primetime Audience Distribution: Adults 18+

	DSC	Cable Avg	Index
% Adult 18-49	62%	51%	122
% Men 18-49	40%	25%	160
% Adult 25-54	63%	52%	121
% Men 25-54	40%	26%	154



Primetime Geographic Distribution: Adults 18+



	DSC	Cable Avg	Index
HHI \$75,000+	43%	37%	116
HHI \$75,000+, POM	17%	14%	121
HHI \$75,000+, W/COLL	32%	28%	114
HHI \$75,000+, W/Child	18%	14%	129
HHI \$100,000+	26%	23%	113
HHI \$100K+, POM	11%	10%	110
HHI \$100K+, W/COLL	20%	19%	105
HHI \$100K+, W/Child	11%	9%	122
HHI \$125K+, POM	7%	6%	117
HHI \$125K+, W/COLL	13%	12%	108
HHI \$125K+, W/Child	7%	5%	140
Any Child <12	26%	22%	118
Any Child <18	38%	32%	119
Video Game Owner	55%	45%	122
HH Size: 4+	33%	28%	118
Own Home	75%	72%	104
New Truck Prospect	21%	18%	117
PC Owner/Internet	82%	77%	106

Top Programs (000) on DSC in Prime; Ranked On A18-49:

	A18-49	M18-49	A25-54	M25-54
Deadliest Catch:	3,237	1,916	3,508	2,102
After The Catch:	2,584	1,476	2,869	1,650
Life:	2,392	1,298	2,308	1,240
MythBusters:	1,286	890	1,196	821
The Colony:	1,263	814	1,109	703

Source: Nielsen Media Research, Data Stream: Live +7, 12/28/09-12/26/10. Top Programs based on premiere time period data.

Highlights

Prime Program Highlights:

- *Deadliest Catch* was DSC's #1 program of the year drawing in over 3.2 million A18-49 and 1.9 Million M18-49. In its sixth season *Deadliest Catch* scored its best delivery ever experiencing double-digit gains from season five across A/M 18-34, 18-49 & 25-54.
- Among A18-49 DSC returning signature series hit record viewing levels this year. *Swamp Loggers*, *The Colony*, *Storm Chasers*, *Deadliest Catch*, *American Loggers* and *After The Catch* all had their best year ever.
- DSC also launched successful series this year. Among A18-49, newest series *Gold Rush* and *Dual Survival* and returning series *American Chopper* posted triple-digit gain vs. the YAGO TP average.

Prime Time Period Highlights:

- Thanks to strong premieres of returning series, specials and break-out hits, Discovery Channel's Prime averaged 0.63/686 A25-54 viewers in 2010, making it its third best year ever on the demo. With eleven signature series each averaging over one million A25-54 viewers, the network achieved its best A25-54 delivery since 2001.
- Discovery Channel ended the year on a high note scoring its best 4th quarter ever among M25-54 (0.75/400) in Prime. In fact, 2010 was DSC's best year ever among M25-54 (0.82/436) in Prime.
- DSC also drew-in younger viewers in Prime this year scoring the network's 2nd best year ever among A18-49 (0.60/679). DSC also had its 2nd best year among M18-49 (0.77/434).

Source: Nielsen Media Research, Live+7, 12/28/09-12/27/10.

Time-Shifted Viewing- A18-49

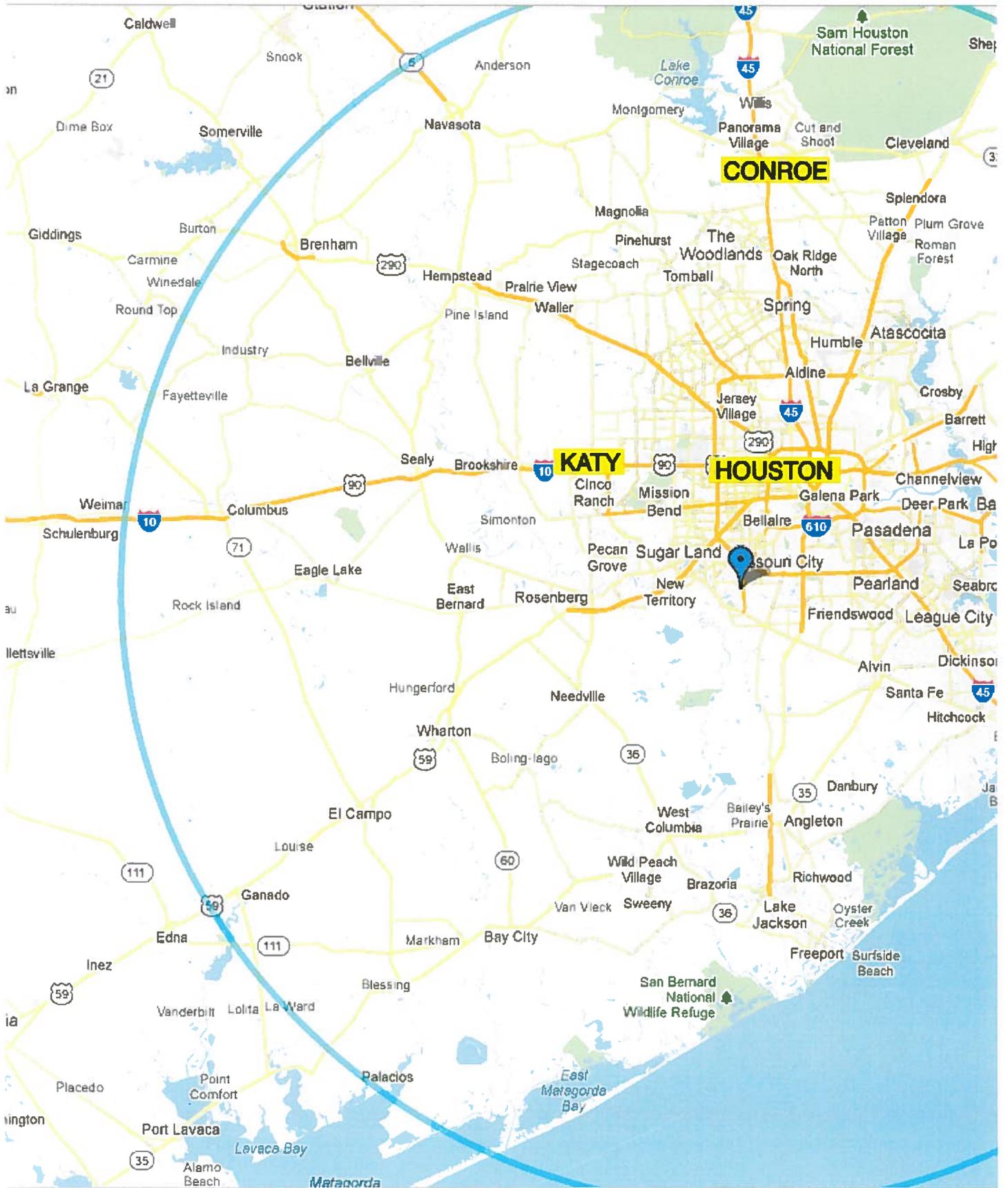
DSC:

C3 Prime Index: 86
C3 Total Day Index: 91

Ad-Supported Cable:

C3 Prime Index: 88
C3 Total Day Index: 92

Source: Nielsen Media Research, C3 vs P3 Index, 12/28/09-12/26/10.



Barbara Friedrich

From: Loretta Shirley <loretta@rockinsmarketing.com>
Sent: Friday, March 21, 2014 10:40 AM
To: Barbara Friedrich
Subject: Fwd: Best of Texas 2014 Re: Gonzales

See the email below... This may be all that she is going to send me.

Thanks,
Loretta

Begin forwarded message:

From: tonyahanggi@officialbestof.com
Subject: Re: Best of Texas 2014 Re: Gonzales
Date: March 20, 2014 10:14:04 AM CDT
To: Loretta Shirley <loretta@rockinsmarketing.com>

Hi Loretta,

Thank you so much for your time on the phone.

The one minute feature would be \$2,500 and would still include all the benefits of the production. Also, if the full amount was paid upon signing our contract we would include an additional :15 seconds at no extra cost.

If you have any other questions before your meeting just let me know. I appreciate your time reviewing this opportunity and look forward to the decision.

Best Regards,
Tonya Hanggi
Associate Producer
Official Best Of
tonyahanggi@officialbestof.com
1-800-889-9656x115

Quoting Loretta Shirley <loretta@rockinsmarketing.com>:

> Sounds good, how about 10 am. Please call me at 830-263-2206.

>

> Thanks,

> Loretta

>

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

2. Marketing Update

- a. Facebook contest to promote summer concert ads in conjunction with Austin 360 ads and Google Ad Campaign. Need a prize.....

3. Smart Phone App Update

- a. I am learning the new system and building the new Tour Gonzales site. New site should launch by mid April, before our major advertising push in May.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

New Downloads	55
Region	% of Users
Austin	33.00%
Houston	42.00%
San Antonio	21.00%
DFW	4.00%
Corpus	0.00%

Tour Gonzales Website

Pageviews	6,131
New Visitors	78%

Tour Gonzales Facebook

Likes	111
People Saw Posts	301

5. Other Updates and Info

- a. February Direct leads/brochure requests from ads – 532
- b. Gonzales County Jail Museum March 2014 Visitors – 627
 - a. Spring Break Week, 7 Days, 10:30am to 3:30pm - 360

**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	
Hotel Alcalde Approved by Committee March 13, 2014	\$2,000.00	
TOTAL	\$25,700.00	\$14,436.05
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$25,700.00	\$14,436.05
AVAILABLE FUNDS	(\$700.00)	\$10,563.95

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 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	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	385,000.00	27,069.09	343,801.04	89.30	0.00	41,198.96
4-811.801 INTEREST INCOME	750.00	103.01	737.99	98.40	0.00	12.01
TOTAL 811-HOTEL/MOTEL	385,750.00	27,172.10	344,539.03	89.32	0.00	41,210.97
<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	3,004.81	33.39	0.00	5,995.19
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	3,004.81	33.39	0.00	5,995.19
*** TOTAL REVENUES ***	394,750.00	27,172.10	347,543.84	88.04	0.00	47,206.16

FINANCIAL STATEMENT

AS OF: MARCH 31ST, 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	11.52	27.24	1.82	0.00	1,472.76
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	11.52	27.24	1.82	0.00	1,472.76
<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	0.00	0.00	0.00	0.00	0.00
7-811.412 CHAMBER OF COMMERCE	45,000.00	0.00	17,980.04	39.96	0.00	27,019.96
7-811.413 PIONEER VILLAGE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
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	5,000.00	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>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
TOTAL 4-CONTRACT/OPER SERVICES	82,500.00	5,000.00	30,307.20	36.74	0.00	52,192.80
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	140,000.00	2,500.00	40,929.12	29.24	0.00	99,070.88
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	1,657.50	17,835.50	71.34	0.00	7,164.50
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	70,120.00	200.34	0.00	(35,120.00)
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.528 JB WELLS HOUSE	10,000.00	0.00	3,527.03	35.27	0.00	6,472.97
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>69.26</u>	<u>1,592.28</u>	<u>31.85</u>	<u>0.00</u>	<u>3,407.72</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	295,000.00	4,226.76	152,966.59	51.85	0.00	142,033.41

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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
===== JANUARY ACTIVITY DB: 10.20 CR: 0.00 10.20

3/31/14 3/31 B20990 Misc 031415 04227 TO ALLOCATE MONTHLY POSTAGE JE# 012107 11.52 27.24
===== MARCH ACTIVITY DB: 11.52 CR: 0.00 11.52

===== ACCOUNT TOTAL DB: 27.24 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

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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

7-811.411 SPECIAL CONTRACTS
 BEGINNING BALANCE 0.00

7-811.412 CHAMBER OF COMMERCE
 BEGINNING BALANCE 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
 ===== JANUARY ACTIVITY DB: 17,980.04 CR: 0.00 17,980.04
 ===== ACCOUNT TOTAL DB: 17,980.04 CR: 0.00

7-811.413 PIONEER VILLAGE
 BEGINNING BALANCE 0.00

7-811.414 JB WELLS PARK
 BEGINNING BALANCE 0.00

7-811.415 MAIN STREET
 BEGINNING BALANCE 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

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

7-811.417 INSURANCE
 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 7-811.529

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

7-811.430 TRAVEL & TRAINING
B E G I N N I N G B A L A N C E 0.00

7-811.502 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

10/01/13 10/11 A53117 CHK: 097807 11476 ADVERISTING 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
12/19/13 12/20 A55239 CHK: 000000 11544 ADVERISTING 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
2/28/14 3/20 A58176 CHK: 099374 11853 GONZALES INQUIRER 0071 022814 3,950.00 38,429.12
===== FEBRUARY ACTIVITY DB: 5,313.59 CR: 0.00 5,313.59

3/18/14 3/20 A58268 CHK: 099361 11853 CENTRAL TEXAS ADVERTISIN 2719 031814 2,500.00 40,929.12
===== MARCH ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00
===== ACCOUNT TOTAL DB: 40,929.12 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

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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

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

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
			=====		ACCOUNT TOTAL	DB:		10.44	CR:	0.00

7-811.520 MARKETING AND PROMOTIONS

BEGINNING BALANCE 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
			=====		ACCOUNT TOTAL	DB:		17,835.50	CR:	0.00

7-811.521 SPECIAL PROJECTS

BEGINNING BALANCE 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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2013 THRU Sep-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.529

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
12/18/13	1/03	A55698	CHK: 098641	11652 RESTORATION/ADVERTISING	1027	121813		2,349.06	9,553.19
			=====	DECEMBER ACTIVITY DB:			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	3311	4TH QTR 2013		3,303.50	17,588.61
			=====	JANUARY ACTIVITY DB:			0.00	8,035.42	
			=====	ACCOUNT TOTAL DB:			0.00	17,588.61	

7-811.522			EVENTS						
				BEGINNING BALANCE					0.00

7-811.525			HISTORIC PRESERVATION						
				BEGINNING BALANCE					0.00

7-811.526			MEMORIAL MUSEUM						
				BEGINNING BALANCE					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:			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:			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:			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:			0.00	41,800.00	
			=====	ACCOUNT TOTAL DB:			0.00	70,120.00	

7-811.527			EGGLESTON HOUSE						
				BEGINNING BALANCE					0.00

7-811.528			JB WELLS HOUSE						
				BEGINNING BALANCE					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:			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 7-811.529

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	
			=====	ACCOUNT TOTAL DB:	4,554.06	CR:	1,027.03CR		

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	
			=====	ACCOUNT TOTAL DB:	1,592.28	CR:	0.00		

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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:	184,328.06	1,027.03CR
ENDING BALANCES:	184,328.06	1,027.03CR

SELECTION CRITERIA

FISCAL YEAR: Oct-2013 / Sep-2014
FUND: Include: 500
PERIOD TO USE: Oct-2013 THRU Sep-2014
TRANSACTIONS: BOTH

ACCOUNT SELECTION

ACCOUNT RANGE: 7-811.202 THRU 7-811.529
DEPARTMENT RANGE: - THRU -
ACTIVE FUNDS ONLY: NO
ACTIVE ACCOUNT ONLY: NO
INCLUDE RESTRICTED ACCOUNTS: NO
DIGIT SELECTION:

PRINT OPTIONS DETAIL

OMIT ACCOUNTS WITH NO ACTIVITY: NO
PRINT ENCUMBRANCES: NO
PRINT VENDOR NAME: NO
PRINT PROJECTS: NO
PRINT MONTHLY TOTALS: YES
PRINT GRAND TOTALS: NO
PRINT: INVOICE #
PAGE BREAK BY: NONE

*** END OF REPORT ***