

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, April 11, 2013 at City Hall at 12:00 P.M.

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:00pm and certified a quorum with Paul Frenzel, Alison Guerra-Rodriguez, Barbara Crozier, Richard Tiller, Cindy Munson, Ken Morrow, Barbara Friedrich, Carolyn Gibson-Baros, and Barbara Hand present. Meena Patel, Ann Covert, and Tim Patek were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment- Barbara Hand commented that the Chamber would like direction from the Tourism Committee as to what brochures are to be included in mail outs. Paul Frenzel commented that we were low on the Walking and Driving Tour Brochures and should go ahead and order the old brochure until we can get the new design completed.**
- 3. Discussion and consideration PBR Funding request for July 13, 2013 Event. Bo Davis presented his application for funding for the PBR event on July 13 2013.
Following discussion, Barbara Crozier moved to approve funding up to \$3,000.00 for the PBR event on July 13, 2013. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion & Consideration of Tourism Week Celebration.
The committee reviewed the Luncheon/Reception proposal submitted by Ann Covert and decided it was too late to get this accomplished. Barbara Hand stated that the Chamber of Commerce would serve cookies and lemonade during this week.**
- 5. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.
Loretta Shirley submitted a written report on advertising, smart phone app, and website. Nomination & Election of Secretary of Tourism Advisory Committee-**
- 6. Report on Upcoming Events:
Jim Price Clean-Up will be April 20th.
The Pioneer Ball will be held on April 20th.**
- 7. Financial Report
Financial Report was reviewed.**
- 8. Next Regular Meeting will be May 23, 2013 at 12:00 PM at City Hall.**

9. No further matters were discussed, Richard Tiller adjourned the meeting.

Barbara Friedrich
Barbara Friedrich, Recording Secretary