

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, August 14, 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 Alison Guerra-Rodriguez, Ken Morrow, Richard Tiller, Barbara Crozier, Meena Patel, Barbara Friedrich, Tim Patek and Daisy Scheske. Ann Covert and Paul Frenzel were absent. Marketing consultant Loretta Shirley, James McMains and Doug Phelan were also present.

2. Public/Citizens Comments.
None

3. Discuss and Approve minutes of July 10, 2014.

Following discussion, Barbara Crozier moved to approve the minutes of July 10, 2014. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider application from Gonzales Come & Take it for funding up to \$5,000.00 for advertising.

Chamber of Commerce Executive Director Daisy Scheske presented an application for funding up to \$5,000.00 for the Come & Take It Festival. Following discussion, Barbara Crozier moved to recommend to City Council to fund up to \$5,000.00 for advertising to the Come & Take It Committee. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider Contract for Advertising and Marketing Services from Rockin' S Marketing and Design.

Loretta Shirley presented her marketing contract to the Tourism Committee. She stated that there would be one correction on the contract. Following discussion, Meena Patel moved to recommend to City Council to approve Rockin' S Marketing and Design Contract for 2014 – 2015. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

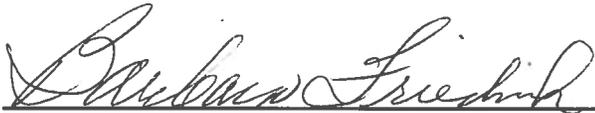
6. Discuss and Consider adjustments to 2014-2015 Marketing Plan.

Loretta Shirley presented the following adjustments to the 2014-2015 Marketing Plan: Media advertising on Texas Highways.com for Fed. 15, August 15, and Oct 15 for an additional cost of ~~\$1,2410.75~~ decrease in the Texas Highways May 15 ad for a difference of ~~-\$1,302.04~~ and increasing the AAA Texas Journey May/June 2015, Sept/Oct 2015, and Nov/Dec 2015 ad from 1/3 page to 1/2 page ad for a total difference of \$2,578.46. Following discussion, Ken Morrow approved the proposed changes of the Marketing plan. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.

7. Discuss and Consider purchasing billboard for local business partnership opportunity.

Loretta Shirley presented a plan to purchase a billboard to partner with local businesses. Discussion was made as to how this could work. Agenda item 7 died for lack of a motion.

8. Discuss and Review committee appointments/reappointments to the Tourism Committee. Barbara Friedrich reported that City Council would be appointing/reappointing committee members at the September 5, 2014 City Council Meeting. The committee has two vacancies and Meena Patel, Alison Guerra-Rodriguez, Ken Morrow and Ann Covert would be up for reappointment.
9. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
Loretta Shirley presented the Marketing Report.
10. Report on Upcoming Events.
First Shot Cook-off
FM Fly House 100th Birthday Party
11. Financial Report.
Committee Reviewed the Financial Report. They requested a comprehensive financial report showing the bank balance.
12. Report from Committee Members and Staff.
None
13. Next regular meeting will be September 11, 2014 at 12:30 p.m.
14. Adjourn.
No further matters were discussed. The meeting was adjourned by consensus.



Barbara Friedrich, Recording Secretary