

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Monday, August 26, 2013
City Hall at 12:00 P.M.**

M I N U T E S

- 1. Chair Richard Tiller called the meeting to order at 12:00 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Cindy Munson, Barbara Friedrich, Tim Patek, and Daisy Scheske. Alison Rodriguez and Meena Patel were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public/Citizens Comments – There were no public comments.**
- 3. Discuss and Approve minutes of July 25, 2013. – Following discussion, Ken Morrow moved to approve the minutes of July 25, 2013. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion & Consideration of Gonzales Historic Homes Association' Request for Funding. Vicki Frenzel representative of the Historic Homes Association submitted an application for funding up to \$1,000.00 for advertising the Winterfest Homes Tour in 2013. Following discussion, Ann Covert moved to approve funding up to \$1,000.00 to the Historic Homes Association for advertising the Winterfest Homes Tour in 2013. Funds are to be allotted from Special Projects. Ken Morrow seconded the motion. The motion prevailed by unanimous vote.**
- 5. Discussion & Consideration of Road Signs.
Paul Frenzel reported that the road signs on 183 North, 183 South, and 90A West needed repairs. Signs for 90A East have been made, but have not been put up. He suggested getting ISF to place the signs.
Following discussion, Barbara Crozier moved to approve funding up to \$1,465.00 for repair and replacement of the road signs. Cindy Munson seconded the motion. The motion prevailed by unanimous vote.**
- 6. Discussion & Consideration of Gonzales Brochures
It was reported that the committee needed to re-order the Gonzales Brochure and Map. Following discussion, Paul Frenzel moved to approve re-ordering the Gonzales Brochure and Map. Ken Morrow seconded the motion. The motion prevailed by unanimous vote.**
- 7. Discussion & Consideration of Marketing Plan for 10/1/2013 – 09/30/2014.
Loretta Shirley gave a review of the revisions she had made on the Marketing Plan for 10/1/2013-09/30/2014.
Following discussion, Cindy Munson moved to approve the Marketing Plan for 10/1/2013 – 09/30/2014 and to recommend the approval from City Council at the September 5, 2013 City Council Meeting.**

8. **Discussion & Consideration of twenty points of interest for businesses.**
Loretta Shirley reported that as discussed in the June 2013 Tourism Advisory Committee Meeting plans were made to add 20 businesses to the Tour Gonzales App at no charge. She presented a flyer to the committee which outlines the information and details for local business owners. Information will be distributed to business owners via City of Gonzales Website, Chamber of Commerce Email Blast, Newspaper Press Release and Facebook.
9. **Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.**
Loretta Shirley submitted a written report to the Committee.
10. **Report on Upcoming Events.**
Upcoming Events:
 First Shot Cook-off
 Jamaica
11. **Financial Report.**
Financials were reviewed by the Committee.
12. **Report from Committee Members and Staff.**
Committee was reminded that several items pertaining to the Tourism Committee would be on the August 27th City Council Agenda. It was suggested that committee members have a rotation to attend the City Council Meetings.
Loretta Shirley reported that she would be attending TTIA in Marble Falls on Wednesday. Barbara Friedrich reported that Tim Patek would be attending the TTIA meeting in Corpus Christi in September.
13. **Next Regular Meeting will be September 26, 2013 at 12:00PM at City Hall.**
14. **No further matters were discussed. Meeting was adjourned at 12:55 by motion by Paul Frenzel and seconded by Ken Morrow.**



Barbara Friedrich, Recording Secretary