

# GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, December 11, 2014  
City Hall at 12:00 P.M.

## AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of November 13, 2014
4. Review brochure action plan.
5. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
6. Discussion of procedures for comments.
7. Report on Upcoming Events.
8. Financial Report.
9. Report from Committee Members and Staff.
10. Next regular meeting will be January 8, 2015 at 12:30 p.m.
11. 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](http://www.cityofgonzales.org) the 8<sup>th</sup> day of December 2014 at 11:15 (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.

## Brochure / Rack Card Distribution Info

Visitor Guides	Quantity	Cost	Per Piece
Nov-14	2,500	\$ 1,952.87	\$ 0.78
Aug-14	2,500	\$ 1,952.87	\$ 0.78
Jun-14	2,500	\$ 1,952.87	\$ 0.78
Feb-14	2,500	\$ 1,952.87	\$ 0.78
Total	10,000	\$ 7,811.48	

Rack Cards	Quantity	Cost	Per Piece
Apr-13	200,000	\$ 6,075.00	\$ 0.03

Estimated Mail Leads 2014	
Jan-14	303
14-Feb	322
14-Mar	532
14-Apr	698
14-May	395
14-Jun	813
14-Jul	284
14-Aug	360
14-Sep	360
14-Oct	668
14-Nov	340
14-Dec	167 (To Date)
Total	5,242

Estimated Rack Card Distribution		
Certified Folder	120,000 / yr	10,000 / mo

Travel Info Centers Distribution		
Rack Cards	2,100	7 locations
Visitor Guides	1,200	4 location
*Won't know how often until we get established.		

Recommend We Order Now	
Visitor Guides	2,500
Rack Cards	150,000

Re-Visit in January, may need to order more, may not. Can establish new quarterly quantities at that point.

**TEXAS TRAVEL INFORMATION CENTERS**  
ONLY PREPAID SHIPMENTS ACCEPTED

CENTER	MAILING ADDRESSES	SHIPPING ADDRESSES
<b>AMARILLO</b> (I-40 East Coast to West Coast across Panhandle.)	Texas Travel Information Center 9700 E. Interstate 40 Amarillo, Texas 79118-6967	9700 E. Interstate 40 Amarillo, Texas 79118-6930
<b>ANTHONY</b> (I10 east of El Paso)	Texas Travel Information Center 8799 S. Desert Blvd. Anthony, Texas 79821	8799 S. Desert Blvd. Anthony, Texas 79821
<b>DENISON (Hwy 75 between Durant OK and Dallas)</b>	Texas Travel Information Center P.O. Box 1809 Denison, Texas 75021-1809	6801 U.S. Highway 69/75 Denison, Texas 75020
<b>GAINESVILLE (I35 between OK City and Dallas)</b>	Texas Travel Information Center 4901 N. Interstate 35 Gainesville, Texas 76240-1985	4901 N. Interstate 35 Gainesville, Texas 76240-1985
<b>LANGTRY</b> (Hwy 90 East of Del Rio and San Antonio)	Judge Roy Bean Visitor Center P.O. Box 160 Langtry, Texas 78871-0160	U.S. Highway 90 W. /State Loop 25 at Torres Ave. Langtry, Texas 78871
<b>LAREDO</b> (I35 out of Mexico headed to San Antonio)	Texas Travel Information Center 15551 N. Interstate 35 @ U.S. Highway 83 Laredo, Texas 78045	15551 N. Interstate 35 at U.S. Highway 83 Laredo, Texas 78045
<b>ORANGE (Beaumont, I-10 between LA and Houston)</b>	Texas Travel Information Center 1708 E. Interstate 10 Orange, Texas 77632	1708 E. Interstate 10 Orange, Texas 77632
<b>TEXARKANA</b> (I30 Texas, Arkansas Border)	Texas Travel Information Center 1200 W. Interstate 30 Texarkana, Texas 75503	5909 North Park Rd. Texarkana, Texas 75503
<b>VALLEY</b> (Mexico Border, Hwy 77 to Corpus)	Texas Travel Information Center 2021 West Harrison Harlingen, Texas 78552-5948	2021 West Harrison Harlingen, Texas 78552-5948
<b>WASKOM</b> (Louisiana Border, between Shreveport and Dallas)	Texas Travel Information Center 1255 N. Interstate 20 E. Waskom, Texas 75692-9485	1255 N. Interstate 20 E. Waskom, Texas 75692-9485
<b>WICHITA FALLS (Oklahoma Border, intersection of many highways headed south)</b>	Texas Travel Information Center 900 Central Freeway Wichita Falls, Texas 76306	900 Central Freeway Wichita Falls, Texas 76306

## 1. Marketing Schedule –

- a. Fall/Winter Schedule Complete, spring schedule starts with the Texas Events Calendar ad in March
- b. Facebook Post Update (see attached)

## 2. Marketing Update

- a. First Lunch and Learn – SUCCESS
- b. Next Lunch and Learn – February 20, 2015, noon, topic Experiential Destinations and Stories – The Currency of Connection

## 3. Smart Phone App Update

- a. Now that we have purchased the additional POIs I am working on changing all the businesses to POIs so they will come up on the map. Then will be adding other POIs including more monuments and markers.

## 4. App Stats, Web and Social Media Update - November

### Tour Gonzales App Stats

New Downloads	128
Active Users	257

### Tour Gonzales Website, Dec 3 - 7

Pageviews	969
New Visitors	316

### Tour Gonzales Facebook

Likes	272
Post Reach	9,577

## 5. Other Updates and Info

- a. Nov 6 – Dec 3 Direct leads/brochure requests from ads – 315
- b. Gonzales Memorial Museum November 2014 Visitors – 593 and 2 tours
- c. Gonzales County Jail Museum November 2014 Visitors – 418

RETURN SERVICE REQUESTED

CITY OF GONZALES  
 HOTEL/MOTEL TAX FUND  
 HOLD STATEMENTS  
 GIVE TO ALLEN

**Managing Your Accounts**

	Branch Name	Sage Capital Bank
	Phone Number	(830) 672-8585
	Mail Address	P.O. Box 1940 Gonzales, TX 78629
	Online Access	www.sagecapitalbank.com

**Summary of Accounts**

Account Type	Account Number	Ending Balance
PF INT BEARING	XXXXXXXXX5350	\$787,032.12
<b>Total Current Value</b>		<b>\$787,032.12</b>

**PF INT BEARING - XXXXXXXX5350**

**Account Summary**

Date	Description			
11/01/2014	<b>Beginning Balance</b>	<b>\$798,379.41</b>	Average Ledger Balance	\$779,757.15
	1 Debit(s) this period	\$48,352.20		
	6 Credit(s) this period	\$37,004.91		
11/28/2014	<b>Ending Balance</b>	<b>\$787,032.12</b>		

**Other Debits**

Date	Description	Amount
11/10/2014	115044636 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$48,352.20

**Deposits**

Date	Description	Amount
11/03/2014	DEPOSIT	\$370.30
11/04/2014	DEPOSIT	\$22.40
11/18/2014	DEPOSIT	\$11,583.16
11/18/2014	DEPOSIT	\$16,257.48
11/20/2014	DEPOSIT	\$8,653.47



**PF INT BEARING - XXXXXXXX5350 (continued)**

**Other Credits**

Date	Description	Amount
11/04/2014	EARNINGS CREDIT ACCT ANALYSIS OCTOBER ST	\$118.10

**Daily Balances**

Date	Amount	Date	Amount	Date	Amount
11/03/2014	\$798,749.71	11/10/2014	\$750,538.01	11/20/2014	\$787,032.12
11/04/2014	\$798,890.21	11/18/2014	\$778,378.65		

**Overdraft and Returned Item Fees**

	Total for this period	Total year-to-date
Total Overdraft Fees	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00





C I T Y O F G O N Z A L E S  
 FINANCIAL STATEMENT  
 AS OF: NOVEMBER 30TH, 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	685,000.00	36,516.51	126,659.87	18.49	0.00	558,340.13
4-811.801 INTEREST INCOME	1,200.00	118.10	225.17	18.76	0.00	974.83
TOTAL 811-HOTEL/MOTEL	686,200.00	36,634.61	126,885.04	18.49	0.00	559,314.96
<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	0.00	0.00	0.00	9,000.00
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	0.00	0.00	0.00	9,000.00
*** TOTAL REVENUES ***	695,200.00	36,634.61	126,885.04	18.25	0.00	568,314.96



## FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 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	2,500.00	1,209.96	1,217.22	48.69	0.00	1,282.78
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	1,209.96	1,217.22	48.69	0.00	1,282.78
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
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	3,000.00	0.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	1,657.50	1,657.50	7.53	0.00	20,342.50
7-811.412 CHAMBER OF COMMERCE	15,000.00	3,750.00	3,750.00	25.00	0.00	11,250.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	3,363.00	33.63	0.00	6,637.00
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	0.00	0.00	0.00	0.00	10,000.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	0.00	0.00	0.00	5,000.00
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	5,407.50	8,805.50	11.74	0.00	66,194.50
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	13,182.50	36,248.31	21.97	0.00	128,751.69
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	0.00	625.00	1.04	0.00	59,375.00
7-811.519 PROMOTIONAL ITEMS	12,000.00	1,250.00	1,250.00	47.83	4,489.11	6,260.89
7-811.520 MARKETING AND PROMOTIONS	15,000.00	600.00	2,402.22	16.01	0.00	12,597.78
7-811.521 SPECIAL PROJECTS	25,000.00	5,000.00	8,237.37	32.95	0.00	16,762.63
7-811.522 EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
7-811.524 GONZALES CO. JAIL MUSEUM	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	0.00	0.00	0.00	35,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	0.00	67.27	1.35	0.00	4,932.73
7-811.530 EXPO CENTER	100,000.00	0.00	0.00	0.00	0.00	100,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	20,032.50	48,866.16	11.50	4,489.11	410,644.73





FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2014

500-RESTRICTED USE FUNDS  
814-MUNICIPAL COURT

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-814.555 CHILD SAFETY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.556 COURT SECURITY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.557 COURT TECHNOLOGY EXPENSE	0.00	0.00	1,032.00	0.00	0.00	( 1,032.00)
7-814.558 JUDICIAL EFFICIENCY EXPENSE	<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 5-SPECIAL CHARGES EXPENSE	0.00	0.00	1,032.00	0.00	0.00	( 1,032.00)
<hr/>						
TOTAL 814-MUNICIPAL COURT	0.00	0.00	1,032.00	0.00	0.00	( 1,032.00)
<hr/>						
*** TOTAL EXPENSES ***	541,500.00	26,649.96	59,920.88	11.89	4,489.11	477,090.01

\*\*\* END OF REPORT \*\*\*

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
-----										
7-811.202			POSTAGE							
			BEGINNING BALANCE							0.00
10/31/14	11/03	B22762	Misc 101415	04654	TO ALLOCATE MONTHLY POSTAGE		JE# 012680		7.26	7.26
			=====		OCTOBER ACTIVITY DB:	7.26	CR:	0.00	7.26	
11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		1,209.96	1,217.22
			=====		NOVEMBER ACTIVITY DB:	1,209.96	CR:	0.00	1,209.96	
			=====		ACCOUNT TOTAL DB:	1,217.22	CR:	0.00		
-----										
7-811.217			MISCELLANEOUS							
			BEGINNING BALANCE							0.00
-----										
7-811.304			OFFICE EQPT & FURNITURE							
			BEGINNING BALANCE							0.00
-----										
7-811.401			TELEPHONE							
			BEGINNING BALANCE							0.00
-----										
7-811.402			UTILITIES							
			BEGINNING BALANCE							0.00
-----										
7-811.407			TELEPHONE							
			BEGINNING BALANCE							0.00
-----										
7-811.408			MEMBERSHIP DUES							
			BEGINNING BALANCE							0.00
10/01/14	10/10	A65395	CHK: 101423	12460	MEMBERSHIP	2877	100114		35.00	35.00
			=====		OCTOBER ACTIVITY DB:	35.00	CR:	0.00	35.00	
			=====		ACCOUNT TOTAL DB:	35.00	CR:	0.00		
-----										
7-811.409			SUBSCRIPTIONS							
			BEGINNING BALANCE							0.00
-----										
7-811.411			SPECIAL CONTRACTS							

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT----	-----BALANCE-----
				BEGINNING BALANCE					0.00
11/04/14	11/07	A66273	CHK: 101683	12559 LORETTA SHIRLEY DBA ROCK	2895	1116		1,657.50	1,657.50
			-----	NOVEMBER ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
			-----	ACCOUNT TOTAL DB:	1,657.50	CR:	0.00		
-----									
7-811.412				CHAMBER OF COMMERCE					
				BEGINNING BALANCE					0.00
11/20/14	11/20	A66604	CHK: 101774	12590 3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		3,750.00	3,750.00
			-----	NOVEMBER ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
			-----	ACCOUNT TOTAL DB:	3,750.00	CR:	0.00		
-----									
7-811.413				PIONEER VILLAGE					
				BEGINNING BALANCE					0.00
10/01/14	10/31	A66027	CHK: 101577	12534 3RD QTR 2014	1027	3RD QTR 2014		3,363.00	3,363.00
			-----	OCTOBER ACTIVITY DB:	3,363.00	CR:	0.00	3,363.00	
			-----	ACCOUNT TOTAL DB:	3,363.00	CR:	0.00		
-----									
7-811.414				JB WELLS PARK					
				BEGINNING BALANCE					0.00
-----									
7-811.415				MAIN STREET					
				BEGINNING BALANCE					0.00
-----									
7-811.416				CRYSTAL THEATRE					
				BEGINNING BALANCE					0.00
-----									
7-811.417				INSURANCE					
				BEGINNING BALANCE					0.00
-----									
7-811.430				TRAVEL & TRAINING					
				BEGINNING BALANCE					0.00
-----									
7-811.502				ADVERTISING					

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
B E G I N N I N G B A L A N C E										0.00
10/01/14	10/17	A65662	CHK: 101457	12479	GILBREATH OUTDOOR ADVERT	3341	5747		600.00	600.00
10/07/14	10/17	A65619	CHK: 101485	12479	ADVERTISING	0668	242202		5,461.96	6,061.96
10/15/14	11/07	A66282	CHK: 101668	12559	ADVERTISING	3028	94957		6,250.00	12,311.96
10/16/14	11/07	A66275	CHK: 101626	12559	ADVERTISING	2944	20142033		1,250.00	13,561.96
10/18/14	11/07	A66254	CHK: 101690	12559	ADVERTISING	2714	TM68911		9,503.85	23,065.81
			=====	OCTOBER ACTIVITY	DB:	23,065.81	CR:	0.00	23,065.81	
11/01/14	11/20	A66688	CHK: 101799	12590	TEXAS JOURNEY	3255	40008100		5,686.50	28,752.31
11/06/14	11/07	A66299	CHK: 101662	12559	ADVERTISING	3457	120114		2,500.00	31,252.31
11/06/14	11/14	A66540	CHK: 101748	12582	CONTRACT 37043	3464	37043		2,496.00	33,748.31
11/20/14	11/20	A66685	CHK: 101792	12590	SAN ANTONIO STOCK SHOW &	3116	11/20/14		2,500.00	36,248.31
			=====	NOVEMBER ACTIVITY	DB:	13,182.50	CR:	0.00	13,182.50	
			=====	ACCOUNT TOTAL	DB:	36,248.31	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
-----										
7-811.504	SIGNAGE & BANNERS									
B E G I N N I N G B A L A N C E										0.00
10/21/14	10/24	A65830	CHK: 101526	12515	BILL BOARD ADVERTISING	2532	64984		625.00	625.00
			=====	OCTOBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
			=====	ACCOUNT TOTAL	DB:	625.00	CR:	0.00		
-----										
7-811.519	PROMOTIONAL ITEMS									
B E G I N N I N G B A L A N C E										0.00
11/20/14	11/20	A66690	CHK: 101775	12590	100 IMMORTAL 32 MEDALS	3310	11/20/2014		1,250.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	1,250.00	CR:	0.00	1,250.00	
			=====	ACCOUNT TOTAL	DB:	1,250.00	CR:	0.00		
-----										
7-811.520	MARKETING AND PROMOTIONS									
B E G I N N I N G B A L A N C E										0.00
10/01/14	10/02	A65235	CHK: 101363	12432	MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479	12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
			=====	OCTOBER ACTIVITY	DB:	1,802.22	CR:	0.00	1,802.22	
11/01/14	11/20	A66692	CHK: 101770	12590	ADVERTISING	3341	5776		600.00	2,402.22
			=====	NOVEMBER ACTIVITY	DB:	600.00	CR:	0.00	600.00	
			=====	ACCOUNT TOTAL	DB:	2,402.22	CR:	0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
-----										
7-811.521			SPECIAL PROJECTS							
			BEGINNING BALANCE							0.00
10/01/14	10/31	A66053	CHK: 101576	12534	3RD QTR 2014	2899	3RD QTR 2014		3,237.37	3,237.37
			=====		OCTOBER ACTIVITY DB:	3,237.37	CR:	0.00	3,237.37	
11/07/14	11/07	A66150	CHK: 101652	12559	PROMOTION OF FESTIVAL AD 0041		REIMBURSE		5,000.00	8,237.37
			=====		NOVEMBER ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
			=====		ACCOUNT TOTAL DB:	8,237.37	CR:	0.00		
-----										
7-811.522			EVENTS							
			BEGINNING BALANCE							0.00
-----										
7-811.524			GONZALES CO. JAIL MUSEUM							
			BEGINNING BALANCE							0.00
-----										
7-811.525			HISTORIC PRESERVATION							
			BEGINNING BALANCE							0.00
-----										
7-811.526			MEMORIAL MUSEUM							
			BEGINNING BALANCE							0.00
-----										
7-811.527			EGGLESTON HOUSE							
			BEGINNING BALANCE							0.00
10/01/14	10/17	A65588	CHK: 101458	12479	SINGLE FAUCET	0219	00661320		35.99	35.99
			=====		OCTOBER ACTIVITY DB:	35.99	CR:	0.00	35.99	
			=====		ACCOUNT TOTAL DB:	35.99	CR:	0.00		
-----										
7-811.528			JB WELLS HOUSE							
			BEGINNING BALANCE							0.00
-----										
7-811.529			RIVERSIDE MUSEUM							
			BEGINNING BALANCE							0.00
10/11/14	10/24	A65821	CHK: 101520	12515	RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27
			=====		OCTOBER ACTIVITY DB:	67.27	CR:	0.00	67.27	
			=====		ACCOUNT TOTAL DB:	67.27	CR:	0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

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7-811.530 EXPO CENTER  
 BEGINNING BALANCE 0.00

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7-811.610 OFFICE FURNITURE & EQPT  
 BEGINNING BALANCE 0.00

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\*\*\*\*\* 000 ERRORS IN THIS REPORT! \*\*\*\*\*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	58,888.88	0.00
ENDING BALANCES:	58,888.88	0.00
TOTAL FUND ENDING BALANCE:	58,888.88	