

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Gonzales Municipal Building
820 St. Joseph Street , Gonzales, Texas
Thursday, July 25, 2013 - 12:00 P.M.**

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:00pm 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 Comment- Cindy Munson commented on the Connections Community Resource Guide.**
- 3. Discuss and Approve minutes of June 27, 2013 – Following discussion, Barbara Crozier moved to approve the minutes of June 27, 2013 as amended. Ann Covert seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion on procedures to place items on the agenda – Tim Patek stated that he felt the Tourism Committee should have the same procedures as City Council. Any committee member that wishes to place an item on the agenda should send a request to Richard Tiller and then he would forward to Barbara Friedrich to place on the agenda.**
- 5. Discussion & Consideration of Rockin' S Marketing Design Contract – Ann Covert inquired about billboard cost under Media Services and Barbara Crozier asked about adding services to investigate free advertising. Following discussion, Barbara Crozier moved to recommend that City Council approve Rockin' S Marketing & Design Contract with an amendment to Media Services to include negotiating and investigating added value media opportunities, press release, potential editorial cover, calendar listings, etc. to the contract. Ann Covert seconded the motion. The motion prevailed by unanimous vote.**
- 6. Discussion & Review of Marketing Plan for 10/1/2013 – 09/30/2014 – Loretta Shirley presented the proposed Marketing Plan for 10/1/2013 – 09/30/2014. She presented several advertising opportunities. The total amount of the plan was \$143,174.46. Since the plan was over the proposed advertising budget of \$140,000.00, the committee was asked to send Loretta their thoughts and recommendations in order to revise the plan. The committee will discuss and approve the plan at the next Committee Meeting on August 22, 2013.**

7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website – Marketing Consultant Loretta Shirley provided a written report.
8. Report on Upcoming Events – Barbara Crozier reported that the Crystal Theater would have their Summer Workshop Performance on July 26, 2013 at 7 p.m.
9. Financial Report – The committee reviewed the financial report for June 2013.
10. Report from Committee Members and Staff – Paul Frenzel provided information on replacing the Road Signs and asked that this be place on the August agenda. Daisy Scheske spoke on the Chamber of Commerce quarterly report, and Ann Covert submitted a list of marketing suggestions and spoke on the budget request she submitted.
11. Next Regular Meeting will be August 22, 2013 at 12:00 PM at City Hall.
12. Adjourn – No further matters were discussed. The meeting was adjourned by consensus.


Barbara Friedrich
Barbara Friedrich, Recording Secretary