

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, June 27, 2013
City Hall at 12:00 P.M.

MINUTES

1. Chair Richard Tiller called the meeting to order at 12:00 p.m. and certified a quorum with Ann Covert, Paul Frenzel, Barbara Crozier, Meena Patel, Richard Tiller, Alison Rodriguez, Ken Morrow, Barbara Friedrich, Tim Patek, and Barbara Hand present. Cindy Munson was absent. Also present were Sandra Wolff, Suzanne Sexton and marketing consultant Loretta Shirley. *Daisy Scheske*
2. Public Comments – Barbara Friedrich thanked Barbara Hand for all the work she had done on the Tourism Committee throughout the years and wished her well. Barbara also welcomed Daisy Scheske to the committee
3. Discuss and Approve minutes of May 23, 2013 – Barbara Crozier requested to amend the minutes to reflect that it was requested that Loretta Shirley's contract be placed on the June 27th agenda.
Following discussion, Ann Covert moved to approve the minutes of May 23, 2013 as amended. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.
4. Discussion & Consideration of Rusted Gingham Funding Request for 2013 Event – Suzanne Sexton spoke on the benefits of the Rusted Gingham event to the community. Barbara Crozier asked if the advertisement would be beyond a 50 mile radius or more. Alison Rodriguez stated that about 50% of their bookings for this weekend last year were from this event. Richard Tiller stated that he had guest during the event. These guests booked a wedding, which all the attendees were from out of town. Ken Morrow asked if she could place the Tourism bar-code on her advertising.
Following discussion, Ken Morrow moved to recommend to City Council to approve funding up to \$3,500 from advertising line item of the budget to Rusted Gingham for the Barn Sale event. Ann Covert seconded the motion. The motion prevailed by unanimous vote.
5. Discussion & Consideration of Gonzales County Jail Museum Request for Funding. – Sandra Wolff, Gonzales County Historical Commission, submitted an application for funding up to \$5,000.00 for an Interpretation Center of the Texas History Museum District in the Old Jail Museum.
Following discussion Ann Covert moved to recommend to City Council to approve funding up to \$5,000.00 from special project line item of the budget to the Gonzales County Historical Commission for an Interpretation Center at the

Old Jail Museum. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website, and report by Ann Covert on signage.- Loretta Shirley presented the marketing report to the Tourism Committee. She spoke of benefits of becoming a member of the Texas Independence Trail; presented advertising opportunities; offering Gonzales Chamber members points of interest on the Smart Phone App.

Following discussion, Barbara Crozier moved to approve spending up to \$3,000 from advertising line item of the budget for Rockin S Marketing to offer 20 points of interest on the Smart Phone Application to the first 20 businesses to sign up. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

Ann Covert reported on the Berma Signs; Cleaning of street signs; and Wayfinding signage.

Paul agreed to investigate the condition of the Berma Spade signs

7. Report on Upcoming Events: Summer Concerts, 4th of July Celebration, TYRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events

Reports were given about the Star Spangled Banner on July 4th and Crystal Theater event on July 11th.

8. Financial Report

Monthly financials were reviewed by the committee.

9. Next Regular Meeting will be *July 25,* 2013 at 12:00PM at City Hall

10. No further matters were discussed. Meeting was adjourned by motion by Barbara Crozier and seconded by Meena Patel.

Barbara Friedrich

Barbara Friedrich recording secretary

Alison Guerra-Rodriguez, Secretary

Richard Tiller, Chairman