

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, March 12, 2015

City Hall at, 820 St. Joseph

12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:39 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Alison Guerra Rodriguez, Brandy Eggar; **Members absent:** Dawn O'Donnell, Paul Frenzel, Meena Patel; **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; **Staff absent:** Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, City Manager Allan Barnes; **Guests:** Doug Phelan, James McMains of Templin Bar; Joel Gammage of Lockhart Family Hatters, Eric McGowen of the Gonzales Inquirer, Jan Meeks, owner of On Track Arts.

2. In Public Comments: 1) Representatives from the Templin Bar discussed their plans to sponsor a Car Show on June 6 in Gonzales. They introduced Joel Gammage who has planned and executed such-successful events in Lockhart. They had looked for potential support and co sponsorship from Main Street and the City. Their requests were denied. They now plan to sponsor the show and hope to have a strong number of cars and visitors in town.

3. The minutes of February 12 were approved as presented.

4. Discussion was had with regards to absence of committee members at meetings. A full report will be forth coming from Tim Patek in the April meeting regarding attendance and standardizing a policy for all boards and committees

5. Discussion was had as to the appropriate conduct within the committee in interacting with guests and speakers in the meeting. Guidelines were offered.

6. Report on Marketing included information that the Billboard on 1-10 was available and art will be ready at the end of March to show both boards advertising Gonzales (Ref. Minutes of 2/12/15.) The Committee was asked for letters of support asking The Texas Historic Commission to continue the Texas Independence Trail. THC is out of money and wants to discontinue support of this Trail.

7. Report on the Expo Center. The Chairman recognized Gonzales City Manager Allan Barnes for an update on the Expo Center. He reported that the City closed on the Bond sales this morning and that "we have the money in the bank to proceed". The plan is to go out for bids on March 19 and open the

bids on April 2. He said that the City hopes to break ground on May 1 and with 5 months for construction; opening day is anticipated in September. Note: the plans are in the lobby if anyone would like to review. He further stated that there will be 404 paved parking sites; that if any money is left over the City will pave the J.B. Wells parking area. We were also informed that Anne Dollery, who is Secretary for the Jr. High Rodeo is on board to build a Business Plan for the Center. We are looking to continue to attract the TRC and the USTRC.

8. Report on upcoming events – Laurel Ridge will host First Coffee on March 13. The City will host the Texas Independence Relay on March 27 and 28. Chris Kappmeyer is hosting the 1975 and 1985 High school Reunions in June at the Gonzales Mansion. Gonzales County Day at the Capital on March 17 will have Gonzales attendees visiting with our elected officials. May 15 is Warrior Weekend.

9. The Financials were reviewed. Mr. Barnes noted that Sales Tax for Gonzales was up 25.6% over last year.

10. In reports from Committee members and staff: 1) A draft of a letter for consideration as a Public Relations effort was circulated for review. Chairman Crozier appointed a task force to finalize the initiative. Appointed were Chris Kappmeyer, Ann Covert, Daisy Scheske and Loretta Shirley. 2) Alison Reported that according to hospitality resources, lodging has decreased by 58.3% in this area.

The next regular meeting will be on April 9, 2015 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Chris Kappmeyer and a second by Ann Covert, the meeting was adjourned at 1:47 p.m.

Handouts: Handouts are not attached to these minutes but made a part hereof. Please refer to your packets with the Agenda for the meeting 3/12/2015.

1. Financials – to February, 2015 (City Finance Department).
2. Guidelines for conduct (Crozier)

Ann Covert, CPM, Secretary