

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, May 23, 2013
City Hall at 12:00 P.M.**

M I N U T E S

- 1. Vice Chair Barbara Crozier called the meeting to order at 12:15pm and certified a quorum with Paul Frenzel, Alison Guerra Rodriguez, Ann Covert, Ken Morrow, Meena Patel, Barbara Friedrich, Barbara Hand. and Tim Patek. Richard Tiller and Cindy Munson were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment – Tim Patek announced that Carolyn Gibson Baros would be working strictly on Economic Development for the EDC Board and that Tourism and Main Street would be under his supervision. Barbara Hand requested that the next time we order brochures that they be folded; reprint the Walking and Driving Tour brochures and she wanted to Thank everyone that supported the Warrior Weekend.**
- 3. Discussion & Consideration of Come & Take It Funding Request for 2013 Event - Barbara Hand, Executive Director of the Gonzales Chamber of Commerce, requested funding for advertising for the Come and Take It Event. Following discussion, Ken Morrow moved to funding up to \$5,000.00 for advertising the Come and Take It event. Meena Patel seconded the motion. The motion prevailed by unanimous vote.**
- 4. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website – Loretta Shirley reported that rack cards have been distributed in all locations in the Certified Folder Display; Summer ad schedule is in full swing; planning for the October 1 budget, will be adding the Historic Homes, restaurants and shops to the Smart Phone App, and the new brochures and map pads were here. The new brochures and map pads need to be distributed to the hotels. Loretta said that Paul Frenzel had provided pictures of the Historic Homes, but some needed to be up-dated. Following discussion, Ken Morrow moved to fund up to \$500.00 to take pictures of the Historic Homes. Meena Patel seconded the motion. The motion prevailed by unanimous vote.**
- 5. Report on Upcoming Events: Summer Concerts, 4th of July Celebration, Jr. High Rodeo State Finals, TYRA Rodeo Finals, YRA Rodeo Finals, Ranch Rodeo Finals, PBR, CPRA Rodeo, Crystal Theater Events. Barbara Crozier reported that the Farmers Market will be held every Saturday from 10-1 p.m. at Laurel Ridge Antiques and the Crystal Theatre Youth**

Program will begin and performances will be June 20th at 3:30 p.m. and July 11th at 3:30 p.m. The children's workshop will be the week of July 26th. Barbara Friedrich reported on the Main Street Concert Series and July 4th celebration.

6. Financial Report – Financial report was reviewed by the committee.
7. Next Regular Meeting will be June 27, 2013 at 12:00PM at City Hall
8. Adjourn – No further matters were discussed. The meeting was adjourned by motion by Paul Frenzel and seconded by Meena Patel.

Barbara Friedrich

Barbara Friedrich recording secretary