

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, November 14, 2013
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.

Chair Richard Tiller called the meeting to order at 12:30 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Meena Patel Barbara Friedrich, Daisy Scheske and Tim Patek. Alison Rodriguez, and Cindy Munson were absent. Marketing consultant Loretta Shirley and Mayor Bobby O'Neal were also present.

Logan

2. Public/Citizens Comments.
None

3. Discuss and Approve minutes of October 24, 2013.

Following discussion, Meena Patel moved to approve the minutes of October 24, 2013. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider GCHC-GC Jail Museum THMD Information Center request for funding.

Chairman of the Gonzales County Historical Commission Glenda Gordon submitted an application for funding up to \$4,600 to purchase a total of five Texas History Museum District signs; 2 to be placed at Gonzales Memorial Museum, 1 at Eggleston House, 1 at Riverside School and 1 at Hwy. 183 and St. Louis Street. Installation was not included in the \$4,600.00. Ms. Gordon stated that the County will install four signs at the Old Jail Museum and near the Courthouse. She would ask the City to take care of the insulation for the five additional signs. Ann Covert ask if she had inquired about the City of Gonzales Sign Ordinance and if these signs met with their approval. Barbara Friedrich inquired if she had talked with TxDot about placing the sign on Hwy. 183 and St. Louis Street. Ms. Gordon was asked to obtain additional information as to the location of the signs and the sign ordinance.

This item was tabled until the next meeting for additional information.

5. Discuss and Consider Google Ad Campaign.

Marketing consultant Loretta Shirley explained how the Google Ad Campaign worked. The ads are managed daily and you pay when someone clicks on the ad. She would need to know what the committee wanted to promote and how much they wanted to spend. Following discussion, Barbara Crozier moved to spend up to \$1,000.00 on the Google Ad Campaign to promote Winterfest. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.

Marketing consultant gave her report to the committee. The 2014 ad campaign needed to be discussed. She suggested having a planning session on Thursday at 8:30 p.m at City

Hall. Loretta also reported that True West Magazine will be doing a featured story on Gonzales and discussion was made as to advertise in that addition.

7. Report on Upcoming Events.
Winterfest

8. Financial Report.

Financial report was reviewed by the committee. Tim Patek reported that there should be a balance of about \$200,000.00 in the Tourism Account. This will fluctuate each month as to income and expenses. It was suggested that Billboards be placed on next month's agenda.

9. Report from Committee Members and Staff.

Discussion was made about the Billboard on 183 South. It was explained that this billboard was paid by the City of Gonzales and approved by City Manager Allen Barnes and Carolyn Gibson. Tim Patek reported that he had a call from the San Antonio Livestock show about placing ads on the benches as was done last year. Paul Frenzel reported on the progress of the Berma signs.

10. Next regular meeting will be December 12, 2013 at 12:30 p.m.

11. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Paul Frenzel and seconded by Barbara Crozier.



Barbara Friedrich, Recording Secretary