

# **GONZALES TOURISM ADVISORY COMMITTEE MEETING**

**Thursday, October 16, 2014  
City Hall at 12:30 P.M.**

## **MINUTES**

**1. Call to Order, Certification of Quorum.**

Vice-Chairman Barbara Crozier called the meeting to order at 12:45 p.m. and certified a quorum with Alison Guerra-Rodriguez, Ken Morrow, Barbara Crozier, Meena Patel, Richard Tiller, Daisy Scheske, Ann Covert, and Barbara Friedrich. Tim Patek and Paul Frenzel arrived at 1:00 p.m. Marketing consultant Loretta Shirley, James McMains, Doug Phelan, Susan Sexton, Sissy Mills, Mayor Robert A. Logan and Councilman Tommy Schurig were also present.

**2. Public/Citizens Comments.**

None

**3. Discuss and Approve minutes of September 11, 2014.**

Following discussion, Alison Guerra Rodriguez moved to approve the minutes of September 11, 2014. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

**4. Discuss and Consider Application for funding from Central Texas Independent Cattlemen's Association.**

Sissy Mills presented an application for funding from Central Texas Independent Cattlemen's Association to advertise their event. Ken Morrow requested that the Tour Gonzales bar code be placed on all advertising.

Following discussion, Ann Covert moved to approve to recommend to City Council to fund up to \$2,500.00 to the Central Texas Independent Cattlemen's Association for advertising. Alison Guerra- Rodriguez seconded the motion the motion prevailed by unanimous vote

**5. Discuss and Consider Application for funding from Rusted Gingham.**

Suzanne Sexton presented an application for funding from Rusted Gingham for advertising the Barn Sale. Ken Morrow requested that the Tour Gonzales bard code be placed on all advertising.

Following discussion, Ken Morrow moved to approve funding up to \$2,000.00 to Rusted Gingham for advertising the Barn Sale. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

**6. Discuss and Consider Application for funding from Gonzales Crystal Theatre.**

Barbara Crozier presented an application for funding from Gonzales Crystal Theatre. The Crystal is asking for \$10,000.00 to cover advertising for several events. Barbara Crozier removed herself from the meeting before discussion and vote.

Following discussion, Ann Covert moved to recommend to City Council to fund up to \$10,000.00 to the Gonzales Crystal Theatre for advertising several events during the year. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

- 7. Discuss and Consider advertising at the San Antonio Stock Show and Rodeo.**  
Loretta Shirley presented a proposal to advertise on ten benches at the San Antonio Stock Show and Rodeo for \$2,500.00.  
Following discussion, Ken Morrow moved to recommend to City Council to fund up to \$2,500.00 for advertisement on ten benches at the San Antonio Livestock Show and Rodeo. Richard Tiller seconded the motion. The motion prevailed by unanimous vote.
- 8. Discuss and Consider adding additional POIs to the smart phone app and Tour Gonzales website.**  
Loretta Shirley presented a proposal to add 100 points of interest to the Tour Gonzales App for \$1,250.00 till the end of the year. The contract for next year would cost \$10,000.00.  
Following discussion, Ann Covert moved to approve funding up to \$1,250.00 for additional POIs to the smart phone app and Tour Gonzales website to cover cost till the end of the contract and approve renewing contract for \$10,000.00. Meena Patel seconded the motion. The motion prevailed by unanimous vote.
- 9. Discuss and Consider merry Main Street Texas monthly special section.**  
Loretta Shirley presented a proposal to advertise in a special issue of Texas Monthly. The cost would be \$8,000.00 for ½ page.  
Agenda Item #9 died for lack of motion.
- 10. Discuss and Consider TV advertising for Winterfest.**  
Loretta Shirley presented a proposal for TV advertising for Winterfest to the committee. Advertising would run on KEYETV in Austin and Newscenter 25 Victoria.  
Following discussion moved to approve to recommend to City Council to fund up to \$5,000.00 for TV advertising for Winterfest. Richard Tiller seconded the motion. The motion prevailed by unanimous vote.

Ann Covert and Richard Tiller left the meeting at 1:25 p.m.
- 11. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**  
Loretta Shirley presented the Marketing Report and gave an update on Facebook, TITA Travel Summit and Movie Premier Weekend.
- 12. Discuss marketing opportunity from Buxton.**  
Tim Patek reported that Allen had given him information from Buxton to present to the committee to see if they would like them to come to Gonzales to give a presentation. Loretta Shirley and Alison Guerra Rodriguez will look into this and report back to the committee.
- 13. Report on Upcoming Events.**  
Ground breaking for GG Steak House October 23<sup>rd</sup> at 10:00 a.m.  
Winterfest
- 14. Financial Report.**  
Financial Report was reviewed by the committee.
- 15. Report from Committee Members and Staff.**  
Paul Frenzel addressed the committee about the advertising for Gonzales Pioneer Village Stars in the Village. He requested that before information be printed or placed on the

website that it should be reviewed by people involved. An advertising sub-committee consisting of Alison Guerra Rodriguez, Daisy Scheske and Loretta Shirley will meet to discuss advertising. Tim Patek reported that a new fountain and a Welcome to Gonzales sign have been placed on Market Square. Landscaping will hopefully be completed next week.

16. Next regular meeting will be November 13, 2014 at 12:30 p.m.

17. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Alison Guerra Rodriguez and seconded by Meena Patel.



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Barbara Friedrich, recording secretary