

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, September 26, 2013
City Hall at 12:00 P.M.**

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:26 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Barbara Friedrich, and Tim Patek. Alison Rodriguez, Cindy Munson and Meena Patel were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public/Citizens Comments.
None**
- 3. Discuss and Approve minutes of August 22 and August 26, 2013.
Following discussion, Ken Morrow moved to approve the minutes of August 22 and August 26, 2013 minutes. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discuss and Consider Central Texas Independent Cattlemen's Association request for funding.
Central Texas Independent Cattlemen's Association submitted an application for funding up to \$2,500.00 for advertising their event.
Following discussion, Ken Morrow moved to approved funding up to \$2,500.00 with the condition that the Tour Gonzales web site be added to all advertisement to Central Texas Independent Cattlemen's Association for their event to be held on October 25, 2013. These funds will be allotted from Special Projects line item in the budget. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.**
- 5. Discuss Advisory Committee Procedures.
The following procedures were discussed:
1) Gonzales Tourism Committee makes a recommendation for funding to City Council for approval.
2) A representative of the Tourism Committee to be at City Council Meetings. The committee can take turns to going to these meetings.
3) Individual requesting funds from Tourism Committee should attend the City Council meeting in order to answer any questions.**
- 6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.
Loretta Shirley recapped the written marketing report. She reported that she has been researching billboards and will have a report next month.**
- 7. Report on Upcoming Events.**

8. Financial Report.

Financial Report was reviewed by committee.

9. Report from Committee Members and Staff.

Ann Covert expressed her concerns as to how her request for funding was handled.

10. Next Regular Meeting will be October 24, 2013 at 12:00PM at City Hall.

11. No further matters were discussed. The meeting was adjourned by motion by Ken Morrow and seconded by Paul Frenzel.



Barbara Friedrich, Recording Secretary