

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, March 14, 2013 at City Hall at 12:00 P.M.

MINUTES

- 1. Chair Carolyn Gibson-Baros called the meeting to order at 12:15pm and certified a quorum with Paul Frenzel, Alison Gueera-Roderiguez, Ann Covert, Barbara Crozier, Richard Tiller, Barbara Friedrich, Carolyn Gibson-Baros, and Barbara Hand present. Ken Morrow, Meena Patel and Tim Patek were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public Comment- Barbara Hand commented that the GEDC Board stated that they would not be funding events and would be sending those requests to the TAC. Carolyn Gibson-Baros thanked the committee for their thoughts and prayers for the loss of her husband. The Texas Hotel Lodging Association Gonzales lodging list was reviewed by the committee. Changes to be made are: Belle Oaks B&B has 5 rooms, Homestay Inn would change to Days Inn and has 41 rooms, Holiday Inn Express with 62 rooms was left off the list. Gonzales has a total of 394 lodging rooms at this time.**
- 3. Nomination & Election of Chairman of Tourism Advisory Committee- Barbara Crozier nominated Richard Tiller as Chair of the TAC. The nomination was seconded by Alison Guerra-Rodriguez. No other nominations were made. All voted aye to elect Richard Tiller Chair.**
- 4. Nomination & Election of Vice-Chairman of Tourism Advisory Committee- Ann Covert nominated Barbara Crozier as Vice-Chair of the TAC. The nomination was seconded by Paul Frenzel. No other nominations were made. All voted aye to elect Barbara Crozier Vice-Chair.**
- 5. Nomination & Election of Secretary of Tourism Advisory Committee- Ann Covert nominated Alison Guerra-Rodriguez as Secretary of the TAC. The nomination was seconded by Barbara Crozier. No other nominations were made. All voted aye to elect Alison Guerra-Rodriguez as Secretary.**
- 6. Appointment of Executive Committee as Policies & Procedures Committee Members- Officers and Staff Liason will serve as the Executive Committee of the TAC.**
- 7. Discuss City of Gonzales Boards & Commissions Handbook- Ann Covert suggested changing the wording on page 11 "I make a motion..." to "I move..." which is correct parliamentary procedure. She also requested that the TAC be called a committee or a board, not both, as on page 45. Carolyn**

Gibson-Baros stated that had been corrected after the TAC was given a copy of the handbook.

8. **Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website-** Loretta Shirley, Rockin' S Marketing reported that 500 decals would cost \$.78/each. Alison Guerra-Rodriguez made a motion to approve the purchase of the QR Code decals for local businesses. Ann Covert seconded the motion which passed unanimously. Loretta reported that the Certified Folder Display Service would be approximately \$12,000.00 for 95,000 rack cards to be displayed in 1472 locations, and we would receive weekly re-stocking reports. Ann Covert made a motion to approve up to \$15,000.00 for the Certified Folder Display program. Paul Frenzel seconded the motion which passed unanimously. After discussion of ad sizes and our target markets, Barbara Crozier made a motion to increase the size of the ads in Texas Highways to a full page, three times per year, in April, September and November, at a cost of \$6764.00 per ad. Alison Guerra-Rodriguez seconded the motion which passed unanimously. Loretta went over the advertising opportunities with Southern Living. She will prepare a spreadsheet listing the different options for review by the TAC in June. Loretta reported on Texas Journey, a AAA publication. Barbara Crozier made a motion to increase the ad size in Texas Journey from 1/6 to 1/3 page, located vertically, on the right hand side of the magazine, three times per year- March/April, September/October, and November/December, at a cost of \$7,060.00 per ad. Paul Frenzel seconded the motion which passed unanimously. Loretta also reported that Ride Texas would be providing editorial coverage on Gonzales in the April issue.
9. **Discussion & Consideration of Changes to TAC Funding Request Form-** No action was taken to change the request form, but the TAC would like to receive application for funding for their review 30 days prior to the meeting where their decision would be expected.
10. **Report on Upcoming Events:** Carolyn Gibson-Baros reminded the committee of the Gonzales County Day at the Capitol March 21st, The Texas Independence Relay March 22nd, and The Jim Price Community-Wide Cleanup April 20th, and encouraged the TAC members' involvement.
11. **Financial Report-** The Financial Report was deferred to the March 28th regular meeting of the TAC.
12. **After announcing the next Regular Meeting will be March 28, 2013 at 12:00PM at City Hall, Richard Tiller adjourned the meeting at 1:35pm.**


Carolyn Gibson-Baros, Recording Secretary