

GONZALES CONVENTION AND VISTOR BUREAU

Thursday February 21, 2019
Gonzales Municipal Building at 1:00 P.M.

AGENDA

CALL TO ORDER AND CERTIFICATION OF QUORUM

PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

APPROVAL OF MINUTES

1. Approval of January 24, 2019 minutes

REPORTS

1. Staff Reports
 - A. JB Wells – Expo Center and JB Wells Park
 - B. Main Street – Barbara Friedrich
 - C. Tourism Director – Clint Hille
2. Report on Upcoming Events
 - Alamo Reenactment of the Immortal 32 – March 1
 - Gonzales Co Stock Show – Feb 28-March 1
 - 7th Annual Cowboy Breakfast - March 1
 - Gun Show March 15-16
 - Bingo Bags and Badges - March 22
 - Texas Independence Relay – March 29-30
 - City Wide Garage Sale – April 13
 - 5G Gala - April 13
 - Extreme Monster Trucks – April 20
 - Come and Taste It Craft Beer and Wine Festival - April 26-27

3. Financial Report

DISCUSSION ITEMS

1. Promotional opportunities for Sisters on the Fly
2. Murals
3. Participation in the March 1 event at the Alamo
 - a. Need for 20 plus volunteers to reenact the arrival of the immortal 32

ACTION ITEMS

1. Call for new agenda items for the following meeting, by members

Set Date and Time for Next Meeting

ADJOURN

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.gonzales.texas.gov the 15 day of February 2019 at 11:30 a.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed

I further certify that the following News Media were properly notified of the above stated meeting: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

Clint Hille, Tourism Director

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, January 24, 2019

City Hall ~ 820 St. Joseph

1:00pm

Called to Order and Certification of Quorum

Chairwoman Dawn O'Donnell called the meeting to order at 1:00pm. A quorum was declared present.

Members present: Dawn O'Donnell, Ken Morrow, Jean Burns, Tiffany Hutchinson, Suzanne Sexton; **Members absent:** Holly Danz; Lisa Brown **Staff present:** Clint Hille, Barbara Friedrich; **Guests:** Jerry & Allen with V8 car club, Terry Fitzwater

Public Comments: Jerry or Allen

Jerry for V8 Motor Car Club of America (VMCCA) discussed bringing the Chrome Gliding Car Show Tour to Gonzales, March 31 – April 5.

Approval of Minutes

1. **Approval of Minutes:** Minutes of the December 10th, 2018 meeting were approved.

Reports

2. **Staff Reports**

- A. **JB Wells:** Anne Dollery was not available to give the report. Ken filled in that both JB Wells and the Expo Center are booked almost every weekend (less maybe 2 of them) for 2019. Are focus now is to get midweek bookings.
- B. **Mainstreet:** Mi Lupitas is in the process of redoing the facade on their building. Comfy Pets on St. Paul has completed their project. Working with Edwards Furniture to get a façade grant. City Wide Yard Sale date is set for April 13th from 8:00am to 12:00 noon. Currently working on the Concert Series. Will have four concerts this year. Bands are currently being booked and already have a contract for the fireworks of July 4th. Plum Creek Mercantile is expanding and they are renovating the building. Aptiva is moving along on their building.
- C. **Tourism Director:**
 - Discussions with the folks with the Alamo for the Spring Fest Event – we have decided to postpone that until March 2020
 - We still need to find 20 volunteers for the March 1st reenactment at the Alamo. Can we put something in the paper? Barbara has ninjas to volunteer, other board members are interested as well.
 - Mobile town guide is active. Please use it and report any glitches. Perhaps the Chamber could add a link from their website. It's already on Facebook.
 - Occupancy trends from Alison. Occupancy trends in the area are at about 70% in the past month and about 60% in the past year. Much has to do with the local businesses expanding, not necessarily just oil and gas.

- Pioneer Village – Octavine house will be open sometime in February. Will furnish it no necessarily with period stuff, but with antiques. Moved the Greenwood Cabin up the hill and will be reconstructing it and will be on display in a couple of months.
- Museum report and Old Jail museum number attached to the tourism packets.
- Downtown Murals – the subcommittee met and have decided to pursue a vinyl banner first
- Tourism Assessment with the Governor's Office just finished up in Gonzales. We hope to have their report within six weeks or so.
- Working with Main street to host Sisters on the Fly
- Texas Independence Trail Association Rally coming to Gonzales Feb 5th and 6th. Information in the packets.
- Texas Travel Talk Radio Show on KLUP with Roy Holly can be heard as a podcast (Terry, Clint & Genora). Discussed history of Gonzales, the tourism assets, and the festivals throughout the year, current economic climates and opportunities in Gonzales, and the history of the Inquirer and where it is today.
- Texas Unity Dinner (in Austin) – February 20th – Gathering of people involved in travel & tourism industry in Texas.
- Billboard on I-10 is due to expire in March. We have decided not to renew
- Hot Rod and Hatters Car Show – February 1st and 2nd

Report on upcoming events:

- Casino Night Fundraiser for ISD – January 26th
- Hot Rod and Hatters Car Show – Feb 1st & 2nd
- Texian Rally Feb 5th & 6th with a Texas History Tour and Ghost Host Tours
- Chamber Banquet – February 8th
- Gonzales Co Stock Show – Feb 28 – March 1
- 7th Annual Cowboy Breakfast – March 1
- Norma's House Bingo, Bags, and Badges Fundraiser – March 22
- Hospital Gala – April 13th
- Come and Taste It Craft Beer and Wine Festival – April 26-27 – VIP night Friday night and will stay open later on Saturday night.
- Master Gardner's having their annual spring plant sale March 16th
- Texas Independence Relay – March 29th

Financial Report:

- Details can be found In the packets along with special events budget information

Action Items:

1. **Discussion, consideration and possible approval of request from Early Ford V8 Club of America:** The request is for \$1,700 for transportation and print costs. One event in Shiner and all other events in Gonzales. All board members voted to approve the recommendation by Ken.
2. **Discussion, consideration and possible approval of request from Gonzales Inquirer:** The request is for \$2,500 for advertising. This year all vendors will be under one tent, not separate wine and beer. No artists this year. All board members voted to approve the motion by Ken

Discussion Item:

1. Promotional opportunities for Sisters on the Fly –Brainstorm swag that we would promote Gonzales with. Perhaps look for partners in that.
Sub-committee Assigned: Appoint Lisa, Suzanne, and Tiffany will help. Clint will get cost ideas. Jean will step in to help if Lisa can't.
2. Murals – Have a list of potential building. Would like to start with a vinyl, more of a banner style because of costs. Printing on 10x16 or 10x20 would be about \$700 - \$900 vs. \$24,000 for painted. The cost of a painted mural is quite a bit more. Will explore grants and inviting artists to paint themes on the buildings for free. Possible idea would be to ask for contributions around the community.

3. Call for new agenda items:

4. **Set date and time of next regular meeting.** February 21st at 1pm

Chairwoman asked for motion to adjourn. Barbara moved that we adjourn. With a second from Jean. the meeting adjourned at 2:09pm.

City of Gonzales
HOT Tax Revenues

Quarter	Projected	Actual	Projected	Actual	Actual	Actual	Actual
	FYE 9-30-19	FYE 9-30-19	FYE 9-30-18	FYE 9-30-18	FYE 9-30-2017	FYE 9-30-2016	
1st Ending 12-31	\$ 69,000.00	\$ 74,384.70	\$ 60,125.00	\$ 69,354.35	\$ 31,964.69	\$ 67,346.77	
2nd Ending 3-31	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 148,104.66	\$ 50,596.80	\$ 56,643.61	
3rd Ending 6-30	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 92,794.71	\$ 56,785.71	\$ 58,509.03	
4th Ending 9-30	\$ 69,000.00	\$ -	\$ 60,125.00	\$ 87,833.78	\$ 68,238.78	\$ 59,053.83	
Total	\$ 276,000.00	\$ 74,384.70	\$ 240,500.00	\$ 398,087.50	\$ 175,621.29	\$ 174,206.47	

Income through 2-19-19 = \$266,950.74 Includes \$82,534.46 collections from prior FY's

Income through 2-19-19 = \$266,950.74 less prior years collections of \$82,534.46 = \$184,416.28 or \$36,883 based on 5 mos for current FY
 Projection of \$276,000 = \$23,000/mo

Revenues for first quarter up from FY 2018 by \$14,259 or 23.7%
 Revenues for first quarter exceed projections by \$5385

CITY OF GONZALES
REVENUE REPORT
AS OF: FEBRUARY 28TH, 2019

500-RESTRICTED USE FUNDS

DEPARTMENT REVENUES

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>410-TRANSFERS</u>						
4-410.107 TRANSFER FROM GEDC-EXPO	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 410-TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00
<u>810-JB WELLS EXPO CENTER</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.101 INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-JB WELLS EXPO CENTER	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	276,000.00	134,183.67	261,571.82	94.77	0.00	14,428.18
4-811.658 MERCHANDISE SALES	0.00	0.00	0.00	0.00	0.00	0.00
4-811.801 INTEREST INCOME	4,500.00	0.00	5,378.92	119.53	0.00	(878.92)
TOTAL 811-HOTEL/MOTEL	280,500.00	134,183.67	266,950.74	95.17	0.00	13,549.26
<u>812-MEMORIAL MUSEUM</u>						
4-812.100 TRANSFERS FROM GENERAL FUND	3,000.00	0.00	0.00	0.00	0.00	3,000.00
4-812.658 FUNDRAISING RECEIPTS	13,500.00	1,200.00	3,560.00	26.37	0.00	9,940.00
4-812.801 INTEREST INCOME	250.00	0.00	166.03	66.41	0.00	83.97
TOTAL 812-MEMORIAL MUSEUM	16,750.00	1,200.00	3,726.03	22.24	0.00	13,023.97

Gonzales Memorial Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January		1122	645	595	496	677	
February		704	700	888	652		
March		1803	2014	1848	1690		
April		947	1022	2135	1007		
May		1064	1143	1157	1088		
June		1224	1199	1185	1092		
July		1547	1623	1701	1336		
August		1081	902	918	727		
September		1325	1015	442	630		
October		1219	932	1364	1433		
November		646	835	831	773		
December		667	932	586	715		
Yearly Total	0	13349	12962	13650	11639	677	0

Old Jail Museum Visitor Summary

Month	2014	2015	2016	2017	2018	2019	2020
January	151	293	468	357	299	303	
February	139	440	551	512	486		
March	627	1,223	1,112	1,737	1,472		
April	290	959	930	764	938		
May	878	872	1,062	991	862		
June	443	948	1,131	1,059	863		
July	743	1,266	1,281	1,401	1,102		
August	398	665	536	735	688		
September	154	524	577	565	496		
October	1,754	1,656	3,634	2,492	3,857		
November	418	606	720	808	573		
December	678	489	566	581	580		
Yearly Total	6,673	9,941	12,568	12,002	12,216	303	0

Chamber of Commerce and Visitor Center Summary

Month	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
January	361	311	182	186	273	0	176	90	101	183		
February	378	365	170	583	397	0	183	156	195	332		
March	546	583	601	620	790	0	391	299	648	629		
April	347	411	512	723	248	302	284	170	233	411		
May	341	506	391	393	391	432	362	205	360	342		
June	545	607	465	483	386	275	321	360	385	487		
July	530	552	536	659	387	553	252	449	376	683		
August	455	366	356	344	443	528	221	265	290	225		
September	339	380	294	294	281	230	137	238	197	190		
October	1053	1126	659	625	528	233	255	239	389	378		
November	356	279	205		269	203	204	248	339	250		
December	150	237	220		206	524	76	139	198	209		
Yearly Total	7410	7733	6602	6922	6612	3,280	2,862	2,858	3,711	4,319	0	0