

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, March 21, 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, Tiffany Hutchinson, Suzanne Sexton, Lisa Brown, Holly Danz, Ken Morrow, **Members absent:** Jean Burns, Barbara Crozier **Staff present:** Clint Hille, Anne Dollery, **Guests:** Daisy Scheske, Eric McCowan

Public Comments: None

Approval of Minutes

1. **Approval of Minutes:** Minutes of the February 21st, 2019 meeting were approved.

Reports

2. **Staff Reports**

- A. **JB Wells:**

This Friday is Norma's House Bingo, Bags and Badges. Also roping "South Texas Classic". Texas Relay next Friday at the Expo from 7:00pm – 10:30pm. Also a team roping, it's a hospital benefit that used to be at the San Antonio Rose. When that closed they decided to come to Gonzales. So that is a new group. April 5th we have LCRA Step Forward – they will be raising the canopy and working on Kerr Creek. April 12th is the Hospital Gala and the Three Amigo's Cutting. Getting ready for Jr High. We really need volunteers for check-in May 24th – May 26th. We really need people at the front gate. Will set it up online to sign up for volunteer spots. Lou did come out and rent JB Wells Expo for August 17th – 19th for Battle of the Bands. It will be called "River Fest". They will have the canoes and stuff at his place. He will not be closing JB Wells down. He is also having free float day in the canoes today. Also want to add the at GG's tonight there is a meet and greet at 6pm for Float Fest. Marcus Federman will be here and will answer any questions you may have.

Dawn O'Donnell commented that the parks are really looking good and the grounds maintenance crew is very respectful.

The Splash Pad is also finally under control. We changed out the hoses and it's good now.

- B. **Main street:**

Barbara Friedrich is unavailable to give report. Clint reported that Citywide Garage Sale is April 13th. Reminder that the people that are having a garage sale at their house need to get a permit from the city. It is free but it is just part of the requirements. It is in the paper this week. Dawn suggested that Barbara put it on Facebook so we can share it and get the word out. The

Summer Concert Series starts the first weekend in June. The information is provided in your packets with the line-up of different bands and things.

C. Tourism Director:

- Re-Enactment March 1st at the Alamo was a great success. That was followed up by the ceremony of that laying of the wreath March 6th at the museum and yellow roses donated by Persons flowers.
- Sherry passed our name along to the DRT folks at the Alamo and the Immortal 32 have been invited to participate in the 101 Annual DRT Pilgrimage on April 22nd. That begins at the Tobin Center. They march to the Alamo, they have the laying of wreaths, roll-call... it's a very somber, very respectful function. The Immortal 32 have been invited to come and march and anybody else who would like to come are welcome. We just need to send and RSVP so that they can have enough chairs set up. Just need to get a head count.
- Museum Count – 668 for February
- Jail Museum – 776 for February (even during winter hours)
- Chamber of Commerce will have their report next month
- Tourism Assessment that we received from the Governor's Office is here. It is a 106-page report. It will be summarized and a report will be given to the CVB at the next meeting. It was a pretty comprehensive report.
- Hot Rods and Hatters have their post-event report. We will also have that at the next meeting.
- Texas Independence Relay is March 20th and 30th. The Friday night party is at the Expo as already reported by Anne. The race will start at the museum at 6:30 in the morning.
- Wounded Warriors will be coming through Gonzales on May 17th. They have asked us to provide lunch for them this year. Robert Bland with the Young Farmers group have agreed to do it. The Elks Club have allowed us to use their facility to host the lunch. They will make a parade through town, then go onto the Elks Club for lunch before leaving.
- Hotel Motel Tax form has been revised. It mirrors and is more in line with the state form. There is a letter in the form that is going out to all the hotels. Also there is form from the THLA that guest who stay more than 30 days must sign in order for hotels to exclude collecting lodging tax from a guest. That way we can have the forms on hand for auditors. It also gives us a much better sense of the rooms available.
- Answered a RFP from the I-10 Alliance for their annual meeting. We proposed that it be done on Thursday June the 13th. And would like for them to have it at the Expo. They will be meeting late next week to consider the RFPs. They anticipate around 100 people. Hopefully we can get them on a Thursday at the Expo. They wanted to have it on the 14th, however, the Expo is booked on the 14th. The prior annual meeting date was on a Thursday. SO Clint asked if they would consider a Thursday..

Report on upcoming events:

Not many changes on the upcoming events.

- Norma's House Bingo, Bags, and Badges Fundraiser – March 22
- Texas Independence Relay – March 29-30
- Citywide Garage Sale – April 13th
- 5G Gala – April 13th
- Monster Trucks - April 20

- Come and Taste It Craft Beer and Wine Festival – April 26-27
- Chasing Tail Crawfish Boil – April 27th Non-Profit Group called the “Do Gooders” will be putting it on (at the brickyard)
- Relay for Life – May 2
- Texas Junior High Rodeo Finals – May 24 – 31
- JB Wells House Museum open first Saturday of every month
- Summer Concert Series – Every Friday in June and the 4th of July.

3. **Financial Report:**

- Details can be found in the packets – ahead of budget. \$86,000 of that is past due that was collected from prior years.

Discussion Items:

1. **Promotional opportunities for Sisters on the Fly**

Ideas were discussed and we feel that the top item we will recommend will be the iPhone Fan. We have a couple of bids. We have one bid at about \$1.89 each. With the reviews from the company and the feedback that we are getting from Personal Impressions is that those ones don't last very long/don't work very well. However, they do have a company that provides one for \$1 more that has a number of very positive reviews. So Clint recommends that we spend an extra dollar for a better quality product. Dawn O'Donnell asked if they were personalized. Clint responded that yes they are. That we could put whatever we want on the fan blade. We will probably put “Come and Take It” on one fan blade and the cannon on the other. Other vendor options for bids are welcome.

Also suggested that maybe some of the local businesses would donate items for a raffle. Maybe having the raffle tickets out, scattered with the local merchants so that as the visitor goes in and buys something, they would be given a raffle ticket. Then we would draw nightly at the pot-lock. Anne will also request coupons from the merchants in her newsletter. It is also going to everybody regarding rodeo. If the Chamber could be the central drop off place for those coupons, that would be awesome.

Daisy clarified that it is not a “raffle” but rather a drawing for door prizes.

Possibly a trash can or something to stuff the goodie to give them in. The Committee however, decided that we would go with a plastic bag instead of the trash can. Thus allowing us to concentrate funds and marketing on the fans.

Sub-committee meeting will meet again to discuss further.

2. **Murals**

Murals committee is getting together next week.

Dawn & Clint have been having side talks a van that we would like to move towards and doing a wrap on the van similar to the murals. Just so you have that in your idea.

Additionally, the Historic Homes Association sub-committee will be recommending \$1000 to go towards the murals. It will be brought to the association to vote on Thursday.

3. **Tourism Assessment:** Already discussed. It has 106 pages and we will summarize at next meeting.

4. **Post Event Report Hot Rod and Hatters Car Show:** will have this the next meeting

Action Items: None

Call for new agenda items: None

Set date and time of next regular meeting. April 18st at 1pm

Daisy encouraged everyone to attend the meeting at GG's tonight to hear the presentation from Marcus about Float Fest. It is basically a turn-key event. He would rent out the parks, do his event, and then leave. He won't be looking for volunteers; he will be hiring staff. He will be hiring some local people as well. Hopefully he will fill the hotels and the campsites and use the Expo. There will be thousands of people who will come to our town that have never been here before. It would give us great exposure, which is our theme for this year.

Sub-committee of Sister's on the Fly set up for April 11th at 12:00 noon.

Chairwoman asked for motion to adjourn. Committee member moved that we adjourn. With a second from another. The meeting adjourned at 1:28pm.