

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, June 21, 2018
City Hall ~ 820 St. Joseph
12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Ann Covert, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Chris Kappmeyer; **Members absent:** none; **Ex officio present:** none; **Staff present:** Barbara Friedrich, Clint Hille; **City Officials present:** none; **Guests:** Tiffany Hutchinson

Public Comments: None

Approval of Minutes

1. **Approval of Minutes:** The minutes of the April 12, 2018 meeting were approved.

REPORTS

2. **Staff Reports**

A. JB Wells. No report.

B. Main Street. Concert series is going great. People from Livingston, Beaumont, Cuero, and other places have attended. TRex building is currently being redone. Reese's building is being worked on. Floyd & Gindler building still receiving work as well.

C. Tourism Director. Texas Revolutionary Documents have been hung at the library; owner of the documents has passed away but family insists the grand opening still go on – July 4th. CVB policy and application have been approved thru City Council, and this board given authority up to \$5000. Texas Jr. High Rodeo Assn. awarded the Jr. High finals to Gonzales for the next 5 years, and the rodeo went very well. Texas Travel Talk meeting to be rescheduled around Come & Take It. Home and garden shows have been booked. Survey cards are out at the hotels. MailChimp account has been set up and the database is being created. City website has been updated with CVB tab with our info. Occupancy trends are up, rates in the area are around \$80. Pioneer Village have had 1200 school guests since February, 4 weddings, and one big wedding shower. Budget is still being worked on. Working on entering a few downtown businesses for Downtown Awards.

3. **Presentation from MobileTownGuide.** Board went thru webinar explaining and showing a demonstration of the site. Pricing is \$2950 for set up, annual fee is \$750. If moving forward with this, ideally it would need to be set up by Come and Take It.

4. **Report from Advisory Members on Event Development.** Chris Kappmeyer talked with Saxon Gun Show regarding cannon/gun show here. They were on board. More details to come.
5. **Report on Upcoming Events:** Summer Concert Series every Friday in June & July 4th, Watermelon Thump June 21-24; Bushong Memorial Grand Opening July 4th, Comedy of Errors Crystal Theater June 21st, Midsummer Night's Dream Crystal Theater July 12th, First Shot Cookoff September 14-15, Come & Pull It September 14-15.
6. **Financial Report.** Clint reviewed current numbers and what has been received thus far.

ACTION ITEMS

7. **Discuss and possible approval of MobileTownGuide.** Chris Kappmeyer moved to go forward with this program; kicking off by Come and Take It, charging \$50 to businesses to for usage rights and increasing to \$100 after Come and Take It. Suzanne Sexton seconded the motion. Motion carried.
8. **Discuss downtown murals.** Suzanne Sexton has been talking to downtown business owners to see who would be interested in the murals; 2 are very interested. Much discussion among the board of ideas, thoughts, and projects the murals may affect, etc. Gathering of cost information on paint vs. vinyl, time to install either option, etc would be the next course of action.
9. **Discuss and possible approval of request from Come and Take It for \$15,000 funding from Special Events funding for 2018-2019.** This board felt funds for this event should be a line item in our yearly budget, at a set amount. Ann Covert moved to set \$10,000 as a line item in the budget, dedicated to Come and Take It; Holly Danz seconded. Ken Morrow questioned why it had to come out of our Special Events funds instead of from the general balance. Discussion followed. Ann made an amendment to her motion to change the amount to \$5,000 as a line item in our agenda; Dawn O'Donnell seconded. Motion carried.
10. **Call for new agenda items for the following meeting, by members.** None
11. **Set date and time of next regular meeting.** July 19th at 12pm

Chairwoman asked for a motion to adjourn. Chris Kappmeyer moved that we adjourn. With a second from Holly Danz, the meeting was adjourned at 1:37pm.

Holly Danz, Secretary