

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, September 20, 2018

City Hall ~ 820 St. Joseph

12:00pm

Call 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: Barbara Crozier, Ann Covert, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Chris Kappmeyer, Lisa Brown, Tiffany Hutchinson; **Members absent:** none; **Ex officio present:** Daisy Scheske-Freeman; **Staff present:** Barbara Friedrich, Clint Hille, Anne Dollary; **City Officials present:** none; **Guests:** Erik McCowan, Billy Bob Lowe

Public Comments: Barbara Crozier noted that Ann Covert would like to make some farewell remarks at the end of the meeting. New board members were welcomed: Lisa Brown, Tiffany Hutchinson

Approval of Minutes

1. **Approval of Minutes:** With an amendment to change Daisy Scheske-Freeman, listed as a guest, to Ex-Officio, the minutes of the July 19, 2018 meeting were approved.

REPORTS

2. **Staff Reports**

A. JB Wells. Very busy; expo booked over the next several weeks. Gun Show will be big event in October. Arena also busy over the coming weeks. Sisters on the Fly will be here Come & Take It 2019 weekend; about 300 trailers will be set up.

B. Main Street. Happy Fall Y'all is coming along nicely. Several things for the kiddos will be available October 20. Winterfest planning also underway Dec. 1-2, parade on the 2nd.

C. Tourism Director. Clint thanked Chris and Ann for their years of service to this board, and welcomed Tiffany and Lisa. City Council voted to renew the contact with the Chamber for the Visitors Center. Working with Sherri Driskoll at the Alamo; visiting group has been postponed due to weather. Possible event in the works for Texas Independence weekend. Due to nature of event, may need to either find another date or find another location due to previously booked events that weekend at JB Wells. Subcommittee formed to further plan. Attended annual TACVB conference. No occupancy trend report. No Pioneer Village report. Museum and visitor center numbers reported. Budget was approved as presented. Downtown mural bids have been received; couple more expected. If something to pursue, subcommittee may need to take over. YOLO television segment filmed on Sept. 14th. Will air Sept. 29th. Trying to get monthly DRT meetings here to Gonzales while their facility is being built. Clint attending and working the State Fair in October. Gave a tour to 15 ladies with the Beefmaster Breeders

sale. Put together information guides for the Bushong collection. Working with Texas Travel Talk; getting 4 bloggers in town during Come & Take It. Advertising & marketing plan packet for next year presented. Hotel response cards have not had a good turn-in volume. Hotel front desk staff now being incentivized to fill out those survey cards. Tear off maps should be in had next week. Working on historic guide brochure/booklet. Working with Barbara F. and Anne D. on the Sisters on the Fly coming to town. Houston Home & Garden magazine called to offer a November ½ page ad for the same price as the smaller ad we usually run, and will go out to 5 more groups; everyone in favor of this.

3. **Report on Upcoming Events:** Miss Gonzales County voting September 29, Come & Take It October 5-7, DRT State Meeting October 20, Happy Fall Y'all October 20, Barn Sale November 2-3, Winterfest December 1-2, Crystal Theatre fundraiser December 31.
4. **Financial Report.** No questions; stand as printed.

ACTION ITEMS

5. **Discussion, consideration and possible approval of request from Bruce Harboth.** Ken Morrow moved to approval the request as written, Ann Covert seconded. Ann questioned why the request had decreased in dollar value; which was due to advertising group offering the production at half price to the requestor, if they could meet the advertising group's dates. Motion carried.
6. **Discussion, consideration and possible approval of request from Live Oak Beefmaster Breeders Association.** Ken Morrow moved to approve the request, Chris Kappmeyer seconded. Billy Bob Lowe spoke as an advocate of the requestor. Mr. Lowe usually requests funds on behalf of another organization, but would not be requesting this year so that this organization could request and hopefully get approval for funds. Not one lot of cattle sold at this sale were owned by Gonzales residents; lots of out of town folks attended this sale. More discussion followed. Vote called; motion carried.
7. **Discussion, consideration and possible approval of membership level participation for Texas Independence Trails Association.** Last year, we were members at \$2500 level; recommendation would be to be at the same level for this coming year. This level would provide for one hospitality training session. These aren't cheap, and it would give us the opportunity for this type of training. Ann Covert moved to approve this level, Barbara Crozier seconded. Vote called, motion carried.
8. **Discussion, consideration and possible approval of expenditures relating to contract with Texas Travel Talk.** Thought to this is that during Come & Take It weekend, it is usually a big weekend for hotels/B&B's, which would be a loss to these folks if they are comping rooms for the bloggers. If we have extra funds, we could give back some of those funds to the hotels/B&B's. Ken Morrow moved to reimburse up to \$250/night per accommodation business, Tiffany Hutchinson seconded. Rooms go for \$199-250/night during Come & Take It weekend. Vote called, motion carried.
9. **Call for new agenda items for the following meeting, by members.** None

10. **Comments from outgoing board member, Ann Covert.** This is Ann's last meeting as a board member. Ann read a few words, giving thanks to Barbara Crozier and Mr. Tiller. Gave other words of appreciation and gratitude for being on this board, and wished the board the best.

11. **Set date and time of next regular meeting.** October 18th at 1pm.

Vice Chairwoman asked for a motion to adjourn. Barbara Crozier moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 2:05pm.

Holly Danz, Secretary