

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, April 12, 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, Holly Danz, Dawn O'Donnell, Ken Morrow, Suzanne Sexton, Ann Covert, Chris Kappmeyer; **Members absent:** Alison Rodriguez, Paul Frenzel; **Ex officio present:** none; **Staff present:** Barbara Friedrich, Clint Hille, Anne Dollary ; **City Officials present:** Mayor Connie Kacir; **Guests:** Tiffany Hutchinson, Daisy Scheske-Freeman

**Public Comments:** Daisy Scheske-Freeman shared information on STR Global, which is a travel report agency that collects data from chain hotels in regards to personal or business stays. Daisy also mentioned the application for HOT funding, and that it may not always be completely filled out. More discussion on this during the action item.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the March 8, 2018 meeting were approved.

**REPORTS**

2. **Staff Reports**

**A. JB Wells.** Couple of big weddings over the next few weeks at the Expo, cuttings and ropings scheduled for the arena, Shorty Gorham bullfight, and then Jr. High rodeo finals move in. Bookings coming already coming in for 2019. Ken Morrow asked if bookings were coming in for during the week, and Anne stated that during the week is hard. Mayor Kacir also commented on this and that we need to find events that can come in and pull overnight stays. One issue has been that our facility does not have break out rooms for meetings and conferences.

**B. Main Street.** City Wide Yard Sale coming up. Has been lots of interest and sign ups. Also helping with Come & Taste It. Working on the concert series. Reported that Scott Massey will be opening a business in the old Texas Gas Company location on St. Joseph. The old T-Rex building has been purchased and will be renovated. Pawn Shop building and Gonzales Inquirer building are for sale and are listed on the Main Street website.

**C. Tourism Director.** Paul Frenzel has put in his notice of resignation to this board, due to time constraints and other obligations. City Council has changed their meeting date, so this board may need to change our meeting date so that there isn't just a time gap for items needing to go before Council. Texas Independence Relay post report: was a success; all hotels full.

Monster Truck Rally was a success; arena was packed. Tourism assessment has been completed and turned in. Shorty Gorham Bullfight funding was approved by Council and they are need volunteers to help sell tickets. Come & Taste It Festival update: 12 wineries, only 10 art vendors so far but should increase as event gets closer, 2 major sponsors for event; map has been created showing businesses participating as well as schedule of events; needing volunteers to help sell tickets. Will need volunteers when rodeo comes to town. New brochure is being printed. Working on RFP for TACBB conference in 2019. Attended Warrenton/Round Top event and handed out info for Come & Taste It. Will recommend moving forward with the mid-tier program for the Texas Travel Talk group, who are professional bloggers; CVB board is in favor of this. Would like to continue doing the murals on buildings. Suzanne has a business on board, just need someone to do it. Clint also suggested a canvas type print to put on the side of the building so that is can be changed out more often and kept fresh. Have isolated 4 home & garden shows to attend in the coming months, and will be looking into booking some of those.

3. **Report on Occupancy Trends.** Occupancy is up to 82% from previous month. Some long term rentals are being done, which means no HOT fund collected. Alison's group of hotels have also increased their room rates by \$30.
4. **Report on Pioneer Village.** No report.
5. **Report from Advisory Members on Event Development.** Clint and Chris Kappmeyer have been meeting in regards to a cannon shoot off/gun show event. Hoping by next spring.
6. **Report on Upcoming Events.** City Wide Garage Sale April 14, Methodist Church Spaghetti Supper April 27, Come & Taste It Beer, Wine, & Arts Festival April 27-28, 40 Fellas Foodfest Fundraiser April 28, Color Run April 28, Relay for Life Cinco de Mayo event May 5, American Freestyle Bullfight May 19, Texas Jr. High State Rodeo finals May 27-June 2, Summer Concert Series every Friday in June & 4<sup>th</sup> of July. 2 Crystal Theatre performances: June 21 and July 12.
7. **Financial Report.** Some of the spikes in the report are due to back taxes being collected. A majority of these were in the 2<sup>nd</sup> quarter.

#### **ACTION ITEMS**

8. **Discussion of mission statement and proposed policy for consideration by City Council regarding delegated authority to the CVB Advisory Board for funding of events.** Lively discussion regarding mission statement and policy for funding of events. Barbara Crozier moved to revise the mission statement to read "The Gonzales CVB seeks to increase hotel/motel occupancy by promoting the City of Gonzales and all of its tourism development assets". Chris Kappmeyer seconded. Was further revised to add "...City of Gonzales, its tourism development assets, and supporting of events." Motion to revise mission statement passes. City Policy: (A) & (B) accepted as is. (C) revised to read "The intent of the program is to provide funding for an event to help advertise and promote the event." (D) revised to read "Continued funding in subsequent years of an event or tourism asset may be considered but should be in an amount commensurate with the anticipated return to the city in the form of HOT funds and sales tax." (E) to read "Continued funding for annual events which have not demonstrated a progression of financial stability or a significant contribution to hotel occupancy may not be given preference."

(F) good as is. (G) good as is. (H) good as is. (I) good as is. (J) to read "GCVB Board will have discretion with approving requests up to \$5000." (K) to read "The City Council will make the final decision on any request over \$5000. Applicant attendance is encouraged." Barbara Crozier moved to accept E-K as revised, Suzanne Sexton seconded; motion carries. Eligibility: All good up to "Use of Revenues from Event." Dawn O'Donnell moved to strike this whole paragraph, Holly Danz seconded; motion carries.

9. **Call for new agenda items for the following meeting, by members.** Murals for sides of buildings; how to use emails to promote tourism.
10. **Set date and time of next regular meeting.** Ann Covert moved to move the date of our next regular meeting to May 17th at 12pm, Holly Danz seconded; motion carries.

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:48pm.

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Holly Danz, Secretary