

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Monday, December 10, 2018

City Hall ~ 820 St. Joseph

12:00pm

**Called to Order and Certification of Quorum**

Chairwoman Dawn O'Donnell called the meeting to order at 12:00pm. A quorum was declared present.

**Members present:** Barbara Crozier, Dawn O'Donnell, Ken Morrow, Jean Burns, Lisa Brown, Tiffany Hutchinson, Suzanne Sexton; **Members absent:** Holly Danz; **Staff present:** Clint Hille, Anne Dollery, Barbara Friedrich; **City Officials present:** City Manager, Tim Patek, **Guests:** Rob Brown, Eric McCowan, Doug Phelan

**Public Comments:** Doug Phelan discussed Hot Rods and Hatters request to bring event from Lockhart to Gonzales. Chairwoman O'Donnell did note that the board may ask for further clarification during the action item. Rob Brown also commented in favor of the Hot Rods and Hatters event being moved to Gonzales. The past two time this event had a presence in Gonzales, it put heads in beds and a further relationship with this company would be good for the economy.

**Approval of Minutes**

1. **Approval of Minutes:** Minutes of the November 15<sup>th</sup>, 2018 meeting were approved.

**Reports**

2. **Staff Reports**

- A. **JB Wells:** There are very few weekends left available in 2019. Currently booked until June. There are two quinceneras in the next two weekends and then it "explodes" in January. Not much in the way of weekday events. The FFA and other organizations have day class, but not much. The *Sisters on the Fly* group is coming the end of September through the Come and Take It weekend in October. They will be here about 1 week. 500 women and over 100 trailers, many vintage. They hope to participate in the CIT Parade and will work with Mainstreet to have a tour of 50 of the vintage trailers event after the CTI Re-enactment between 4:00pm-5:30pm. We would like to have packets to hand out to them like we do for TJHR. A suggestion would be to give them little trash cans they could use in their trailers and fill them with Gonzales promotional materials.
- B. **Mainstreet:** Winterfest was a success. There were 43+ entries into the Christmas Parade. After the parade the square was packed. Over 360 tickets were sold for the rides and the snow. Last month Mi Lupitas was awarded a façade grant to remove the slip cover on their building, so that should start soon. The next event Mainstreet is working on is the City Wide Yard Sale. No date set yet for that.
- C. **Tourism Director:**

- Attended Christmas Showcase in San Antonio 17<sup>th</sup> – 18<sup>th</sup> November. Successful. Booked again for 2019.
- Spring Fest – targeted for March 9<sup>th</sup> or 16<sup>th</sup>. Needing to get the three guys with the cannons together. Possibly use the Godfree Foundation.
- The Alamo is asking for volunteers for the March 2<sup>nd</sup> reenactment. Need the Immortal 32. Have asked for 20 participants from Gonzales. They will send a bus to pick up the volunteers and provide lunch.
- Mobile town guide is active and have had good response.
- Pioneer Village had a successful Winterfest. Had over 200 people even with inclement weather. Octavine House is totally finished and part of the display now.
- Museum report and Old Jail museum number attached to the tourism packets.
- Tourism Assessment will happen January 22<sup>nd</sup> – January 23<sup>rd</sup>. We will provide lodging for one night for each of the six visiting. We will take that out of the travel and training budget and will scatter them across the lodging facilities in Gonzales.
- Historic Sights brochures are done and printed it is also on the mobile app.
- Expedition Texas Film taken during Winter Fest. Aired December 22<sup>nd</sup> on KNVA or CW Affiliates. Available Dec. 23<sup>rd</sup> on their Website and Youtube. Will also do a spring or summer episode surrounding the Come and Take It Cannon for free to Gonzales.
- Texas Independence Trail Association Rally coming Feb 5<sup>th</sup> and 6<sup>th</sup>. Chet with the Day Tripper will be the Keynote being held at Crystal Theater.

**Report on upcoming events:**

- First Friday Coffee at Sweet B's – December 7<sup>th</sup>
- Elvis Birthday Party by Don Page – January 11-12<sup>th</sup>
- Chamber Banquet – February 8<sup>th</sup>

No additional information on Spring Festival

- Crystal Theater New Year's Eve Gala and Fundraiser – December 31<sup>st</sup> at La Bella Tavola

**Financial Report:**

- Typo on the projection to be corrected to \$276,000 from the typed \$76,000
- What is our residual balance in the HOT funds – the restricted use funds. Clint will get that number and present in January.

**Discussion Item:**

1. Video productions and email list opportunities with the Inquirer: Terry Fitzwater of the Gonzales Inquirer newspaper has a source that will allow us to obtain up to 20,000 email addresses of targeted zip codes. The Enquirer is looking to offer a package involving high end video production to market Gonzales and its events. The video is then broadcast out to the target zip code audience. The cost of the email address is \$500 with an additional \$150 - \$250 in video production. This would be a new marketing tool for the Tourism Board to Consider.

**Action Items:**

1. **Discussion, consideration and possible approval of request from Hat Rod Productions, LLC for the Hot Rod and Hatters Car Show:** The request is for \$17,000 also requesting funds in kin services of approx. \$2,800 from the City (trash pick-up etc.) The request is in line with other funding amounts for groups that have totally filled up our hotels in the past. Jean motioned to discuss this item, Ken seconded the motion. During the discussion Tim Patek recommended that if the board approves the recommendation

to City Council, that we also predicate it with the notion that board will likely need a budget amendment as this will draw over half of our annual budget from the special events budget. Ken Murrow recommended the City Council approve the request as written with the added addendum that we may be in need of a budget amendment with the HOT tax funds later in the year. All board members voted to approve the recommendation by Ken. Additionally, Clint will reach out to the local car clubs to ask them to join the event.

2. **Discussion, consideration, and possible approval of request from South Texas Camp of Champions:** The request is for \$5,000. No representative present. This is a twirlers camp currently being held in San Antonio. Even though the camp is not until April, the request is time sensitive to start the marketing and advertising. Tiffany motioned to discuss. Jean seconded the motion. Discussion included anticipated revenue back to HOT funds would be a little over \$3,500 if there were 65 rooms at 5 nights. No breakdown of where the funds would be spent was provided. Receipts must be provided as to where the funds were spent and they must be in alignment with the rules and regulations in order to receive reimbursement. Ken moved to approve the request as written. Six members voted yes, one member voted no. Request passes with majority vote.
3. **Call for new agenda items:**
  - a. Murals on downtown buildings
  - b. Texas Independence Festival
  - c. Expo Center – Week day rentals. Who are small groups we can reach out to? If anyone has contacts please feed to Clint or Board.
4. **Set date and time of next regular meeting.** January 17<sup>th</sup> at 1pm

Chairwoman asked for motion to adjourn. Jean moved that we adjourn. With a second from Lisa. the meeting adjourned at 12:56pm.