

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, December 14, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairwoman Crozier called the meeting to order at 12:01pm. A quorum was declared present.

Members present: Barbara Crozier, Holly Danz, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel, Ann Covert, Ken Morrow, Suzanne Sexton; **Members absent:** Alison Rodriguez; **Ex officio present:** none; **Staff present:** Anne Dollary, Clint Hille ; **City Officials present:** Genora Young, Barbara Friedrich; **Guests:** Daisy Scheske-Freeman, Tiffany Hutchinson, Keith Schauer.

Public Comments: Chairwoman Crozier welcomed new board member, Suzanne Sexton.

Approval of Minutes

1. **Approval of Minutes:** The minutes of the October 12, 2017 meeting were approved, with the change of showing an action in item #3 seconded by Ann Covert.

REPORTS

2. **Staff Reports**

A. JB Wells. Anne Dollary showed a commercial that was filmed in the Gonzales arena that was airing during the National Finals Rodeo. Bids have gone out for the Jr. High Finals; JB Wells will be submitting a bid. Anne asked the board to take over the town offerings that were put together for last year's finals contestants; would need the line up by February 1st. Lots of Christmas parties at the Expo. Pretty booked up until July. Some December events held in arena. Lights Festival had about 3500 people and they want to come back.

B. Main Street. New business coming to town: Comfy Pets Business improvement grant awarded to Floyd and Gindler. City Wide Yard Sale April 15th, Christmas Parade and Winterfest turned out really well. About 50% hotel occupancy each night.

C. Tourism Director. Attended the San Antonio Home and Garden Show; press release submitted to the newspaper and has been printed. Handed out over 800 brochures during the show. Press release also put together on "Grandeur of Gonzales". Table top books are available for sale. Attended the Texas Independence Trails Association board meeting in Galveston; Clint nominated for a board position. Gonzales will be site of the meeting in March. Continuing to work with Get a Grip softball club; working with the city to improve the softball fields for tournaments. Talking about amending the frequency of collecting Hotel/Motel tax. Met with Chamber board to discuss Visitor Center; Chamber awarded the Visitor Center. Met with 12 downtown building owners to ask them to light the 2nd floor windows in their buildings; all but a couple of those did this. Continuing work on a donation of over 60 documents from the Texas Revolution era; valued roughly at \$3 million. Hoping they make everything official

January/February. Been in contact with "American Pickers" of where they might shoot their show in January. Been meeting with folks in regards to Texas Independence Relay; negotiating a 3-year contract versus a 1-year contract. Come & Take It Post Report included in board packet. Old Jail Visitors report also included. 5 homes on tour during Winterfest. Working with EDC to put together some type of spring event. A new set of financials have been put together to make it easier for the tourism board members to read. Further discussion followed regarding income, expenses, budget dollars remaining; as well as a request for recommendations on how to advertise other than billboards.

3. **Report on Spring Garden and Grounds tour.** Being discussed in conjunction with a possible spring event.
4. **Report on Occupancy Trends.** No report.
5. **Report on Pioneer Village.** Went very well during Winterfest. 19 school tours, 6 adult tours, a wedding, and the movie group attended Pioneer Village during 2017.
6. **Report from Advisory Members on Event Development.** No further discussion.
7. **Report on Upcoming Events.** Chamber of Commerce Banquet February 10th; GCADT Steak Night Fundraiser January 13th; GISD Casino Night Fundraiser January 20th.
8. **Financial Report.** No further report.

ACTION ITEMS

9. **Chamber Funding Request: 2018 Advertising & 2018 Entertainment for CATI.** Chamber has requested funding for 2018. Chamber is working on ways to make the event more self-sufficient. Estimate for last year's attendance is 15-20,000. Requesting \$14,000 for entertainment and \$6,000 for advertisement. Committee is considering gating the event, initially for control. The hope is to charge for entrance in the future. Contracts are being put together for all components of entertainment. Ken Morrow moved to accept the request for funds as written, seconded by Holly Danz. Ann Covert questioned if sponsorships are in-kind or cash; there are some of both, with a desire to keep more cash. Members feel that overnight stays are currently maxed out during this event, so if the event grows, how would the community capture that increase in terms of dollars? Chamber is willing to implement ways to gain more income but has to be done gradually and positively. Members further discussed how the tourism budget currently stands, what we spent last year, etc. Holly Danz amended the motion to approve \$6,000 for advertising and \$10,000 for entertainment; Ken Marrow accepted the amendment. Amended motion carried unanimously.
10. **Budget Amendment for Gonzales Memorial Museum.** Museum misunderstood timeline for using the previously approved funds and did not use in the fiscal year it was approved in. Suzanne Sexton moved to extend the budget item for the museum to this fiscal year; motion carried.
11. **Call for new agenda items for the following meeting, by members.** Chris Kappmeyer would like Clint Hille to bring further information on income/expenses for the Expo. Barbara Crozier

would like to see a schedule of events to be held during the Jr. High finals at the next meeting.

12. **Set date and time of next regular meeting.** Chris Kappmeyer moved to move the next regular meeting to January 18th at 12pm, Ann Covert seconded; motion carried.

Chairwoman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Suzanne Sexton, the meeting was adjourned at 1:10pm.

Holly Danz, Secretary