

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, February 9, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

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

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Chris Kappmeyer, Ann Covert, Holly Danz, Alison Rodriguez, Paul Frenzel; **Members absent:** Ken Morrow; **Ex officio present:** none; **Staff present:** Ann Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Genora Young; **Guests:** Daisy Scheske Freeman, Mayor Connie Kacir, City Manager Sean Lally.

Public Comments: Ann Covert reminded everyone to be sure they are certified to sit on this board. Barbara Crozier read a statement regarding board members speaking to the public; one should not speak on behalf of the board but as their own person. New City manager Sean Lally introduced himself. Daisy Scheske Freeman stated that a movie that was filmed previously around Gonzales wants to be screened here in Gonzales. Working with the Lynn Theatre on this. Daisy also talked about getting more conferences to come to our town. To do this, we need to create an experience and involve more of the businesses in town so the package is more desirable. Mayor Kacir suggested maybe having a tourism coordinator in a full time or part time basis, dedicating time to bringing more to Gonzales.

1. Approval of Minutes: The minutes of the January 12, 2017 meetings were approved unanimously.

Action Items:

2. **Discuss and Consider involvement in The Expo Center at JB Wells Park.** Chris Kappmeyer would like to have a time block at each meeting to discuss the center; have expo manager talk about income, expenses, operations; how we can help advertise; schedule, etc. He would like to be proactive to get the word out that this facility is available. Main focus would be advertising. Holly Danz moved to add this discussion to each meeting, Alison Rodriguez seconded. Mayor Kacir wants to capitalize heads in beds when planning events at Expo. Ann Covert wants a plan in place; hard to market until we know exactly what we have to market. The motion was amended to cover a report from expo manager, and marketing/advertising needs. Motion passed.
3. **Discuss and Consider process for marketing new events.** Chris Kappmeyer would like a set for process for marketing new events that come before the board; get the word out into the community so event organizers know we are available. He suggested postcard campaigns and newspaper ads to advertise our process. His process would consist of: giving \$2499 to seed the event; postcard campaign to local businesses to advertise; set up a template website for the

event; event go up on billboard; board members attend events. Ann Covert motioned to accept this proposal, Holly Danz seconded. Barbara Crozier would like to add that this should attract out of town guests, and need to specify we can give up to \$2499. Also, the billboards have been let go, and we can't advertise in the local papers. Clint Hille suggested getting 5 minutes at the Chamber banquet to get the word out to Chambers members. Maybe use their Cannon Blast. Genora Young added that a brochure is being developed to provide to those city members that wish to expand their utilities or add utilities, and target businesses to inform them of our board and our capabilities. Motion failed. Chris Kappmeyer will refine this process list, and draft a business postcard, and will be re-discussed at the next meeting.

4. **Discuss and Consider advertising in "Spectacular Weekend Getaways of Texas"**. Daisy Scheske Freeman has been contacted to feature Come and Take It in this magazine. She suggested the city as a whole, rather than a single event. Daisy is looking for other entities to chip in and help with this advertising; this book will be able to be sold in the Chamber and other businesses in town. Ann Covert moved to give \$500 towards this concept; Dawn O'Donnell seconded. Funds would come from our remaining marketing funds (roughly \$30,000). Motion passed, with Chris Kappmeyer opposing.

Reports

5. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Genora and Barbara working on advertising to see what funds are left. Some billboards have been cut, leaving us with 4 billboards. Remaining boards will be renegotiated as they come due. The board would like to be able to save as much as possible, so we could possibly suggest to the city to hire a tourism director. Clint Hille moved to keep one of the double billboards in discussion, Holly Danz seconded; motion carried. Jill Schauer has been working on the website and brochure should be ready to print. Gerry Lawing has offered to take over our social media. Holly Danz moved to ask Gerry to do this, Clint Hille seconded; motion passed. Issue with Rick Green video is finding someone who can clip out the desirable pieces of the video and creating our own ad with those clips; however we don't know what parameters we have to work with. Jill will take this as her next big project.
6. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Ann Dollery provided a current schedule of expo bookings, and verbally updated new bookings.
7. **Report from advisory members on Event Development.** Barbara Crozier reported that the Grounds and Garden tour will not be occurring, as it was once announced. Will re-approach this event for next year. Chris Kappmeyer would like to develop a weekend built around cannons, guns, ammo, etc. Hoping for 2018.
8. **Report on Upcoming Events.** Chamber of Commerce Banquet Feb. 10th; Heritage Carriage Valentine Rides Feb 10th-14th; Dilworth Inn and La Bella Valentine's Day promo Feb. 10th-14th; Valentine's Day at the Venue Feb. 14th; Honky Tonk Festival Feb. 17th-19th; Dilworth Inn Anniversary Celebration Feb. 24th; Bingo, Bags, & Badges Feb. 25th; Gonzales FFA/4H Livestock Show March 3rd-5th; Gonzales VFW Post 4817 Auxiliary Cook off March 17th-18th; Texas Independence Relay March 25th-26th; PBR April 1st. Contract for the Luminary Festival has been signed as well.

9. **Financial Report.** No further discussion.
10. **Call for new agenda items for the following meeting, by members.** Alison Rodriguez would like to add an item to discuss hotel occupancy trends based on the reports she has access to. Ann Covert would like an item to discuss the "Meet Me in Gonzales" article. Need an item to discuss the Visit Widget presentation.
11. **Staff Report.** No further reports.
12. **Set date and time of next regular meeting.** March 9th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Alison Rodriguez, the meeting was adjourned at 1:29pm

Holly Danz, Secretary