

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, January 18, 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, Chris Kappmeyer, Dawn O'Donnell, Ann Covert, Ken Morrow, Suzanne Sexton, Alison Rodriguez; **Members absent:** Paul Frenzel; **Ex officio present:** none; **Staff present:** Clint Hille ; **City Officials present:** Genora Young, Barbara Friedrich; **Guests:** Daisy Scheske-Freeman, Keith Schauer, Christie Fullilove, Jose Torres, Kat Penrose.

Public Comments: Chairwoman Crozier stated that the board had been asked to revisit the 2018 Come and Take It funding request and reconsider the amounts that had been previously voted on by the board. Keith Schauer spoke in regards to the event and the crowds it brings to town, fundraising opportunities for local organizations, and promotion of the event. Tourism director Clint Hille spoke towards the request for the board to revisit; members of City Council approached him regarding this matter.

Approval of Minutes

1. **Approval of Minutes:** The minutes of the December 14, 2017 meeting were approved, with the change of showing the date of the City Wide Garage sale is April 14th, not the 15th.

REPORTS

2. **Staff Reports**

A. **JB Wells.** No report

B. **Main Street.** Working on June concert series and Star Spangled Spectacular. Will be submitting a bid to Texas Main Street Association to host their next training session, which will be in July.

C. **Tourism Director.** Working with Adam Libby to coordinate Shorty Gorham bull fight exhibition. He has been given the threshold for requesting funds. Event is scheduled for May 19th at JB Wells Park. Working with Terry Fitzwater of the Gonzales Inquirer as well as other city staff to coordinate and develop a spring beer and wine tasting and starving artist's festival; would be called "Come & Taste It". Paper has 3 breweries committed. Other entities have given suggestions of who to contact to be part of this event. Will also talk to local businesses about their involvement; local car club to possibly do a show. More work to be done on this; hoping this event takes off and becomes the caliber of Come & Take It. Event is scheduled for April 27-29th. Rare opportunity to be part of the State's EDC tourism assessment: how are we reaching

out to tourists; flyers; efforts to develop tourism? Gonzales received application and will be participating. Museum talking about doing a fall fundraiser. Continuing work on the Texas Independence Relay. Continue working with GET-A-Grip softball organization to bring tournaments to town. They are proposing to lease the quadraplex in Independence Park. Drafted a proposed operating agreement to be discussed and refined in coming weeks with City Manager and staff. Thanks to the Youth Center for allowing the use of their bus for a tour of the town for a recent visiting group. Helped deliver the "Grandeur of Gonzales" books. Discussion of tear-off map handouts to distribute to hotels and other locations.

3. **Report on Spring Garden and Grounds tour.** No other discussion.
4. **Report on Occupancy Trends.** About 55% positive change from year over year.
5. **Report on Pioneer Village.** No report.
6. **Report from Advisory Members on Event Development.** No further discussion.
7. **Report on Upcoming Events.** Chamber of Commerce Banquet February 23rd; GISD Casino Night Fundraiser January 20th.
8. **Financial Report.** Numbers handed out in board packet. More info to come regarding JB Wells financials.

ACTION ITEMS

9. **Chamber Funding Request: 2018 Advertising & 2018 Entertainment for CATI.** Holly Danz moved to consider the application; Allison Rodriguez seconded. Ken Morrow spoke first; we can fund all other kinds of events in conjunction with the chamber, so do we leave our recommendation as is or refine in hopes that Council passes it. Chris Kappmeyer believes we should be stewards of this money and would like to see less money going into successful events and hold back the money to be able to give to new, upcoming events. We've hit a successful benchmark with CATI because hotel rooms are full. Holly Danz spoke that yes, the board should champion new events, but should also be supportive of THE town event. She doesn't want to see CATI back track from the successful point it's at now, and bigger entertainers help make it successful. Chairwoman Crozier mentioned that in discussions with Daisy Freeman, CATI committee would like to see funds spent on entertainment and less on advertising if there is a need to cut funds. Dawn O'Donnell stated our charter states we fund events for 3 years and that's it. She'd like to see a new event in conjunction with CATI, and then that is something the board could fund. Ann Covert stated she'd love to fund new events, but there hasn't been a large amount of new events over the years. CATI is a successful event. Clint Hille also noted to keep in mind how much money would be generated from an event if we fund it. What's the rate of return? Alison Rodriguez talked regarding hotel occupancy during CATI; her hotel is not making as much; they could make more when the entertainment is better. Holly Danz amended the \$6,000 request for advertising to \$1,000 for advertising, Ken Morrow seconded. More discussion ensued. The vote was called; motion for \$1,000 for advertising carried. Chris Kappmeyer then moved to amend the entertainment request to \$7,000, Holly Danz seconded. Dawn O'Donnell would like to amend to \$5,000. Discussion continued on how entertainment

affects the attendance, room rates, what would pass at the City Council level. Vote was called; vote was tied. Dawn O'Donnell made a motion for \$5,000 for entertainment; Chris Kappmeyer seconded. Holly Danz moved to amend to \$8,000. There was discussion on where the committee is right now with entertainment. Amendment was retracted. Vote was called on the \$5,000; motion failed. Ken Morrow made a motion for \$8,000 for entertainment; Chris Kappmeyer seconded. Vote was called; motion carried.

10. **Call for new agenda items for the following meeting, by members.** None.

11. **Set date and time of next regular meeting.** Next regular meeting to be February 15th at 12pm,

Chairwoman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Ann Covert, the meeting was adjourned at 1:25pm.

Holly Danz, Secretary