

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, June 8, 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, Ann Covert, Paul Frenzel, Alison Rodriguez; **Members absent:** Holly Danz, Chris Kappmeyer, Ken Morrow; **Ex officio present:** none; **Staff present:** none; **City Officials present:** Genora Young, Barbara Friedrich, Mayor Connie Kacir; **Guests:** Ruth Guerra

Public Comments: Mayor Kacir advised the board that the full time tourism director position had passed at the City Council level. Position will hopefully be posted by end of next week; to be posted for 30 days, and hopefully make a decision by September 1 on a selected candidate. This position would reside in City Hall, and their direct report would be to the City Manager. Position to be funded by HOT funds; of which, these funds can only be used in an effort to increase tourism. Visitor center funds are not changing; and the relationship with the Chamber of Commerce will continue as it always has with the city/CVB board. Mayor Kacir volunteered at the Visitors Center on Memorial Day, and 90 guests visited the center; as well as Glenda Gordon, Barbara Crozier, and 3 old jail docents. Next time needed for volunteers will be Tuesday, July 4th. Genora Young has been in contact with Rick Green, and is ready to get our edits done. Neighborhood tour signs will be replaced by the Hwy 183 Beautification Committee. Dining, lodging, and shopping signs also need to be discussed at some point. Film crew had been to the old jail as the jail had made the Texas bucket list. Ruth Guerra expressed appreciation for pushing for the tourism director position. You may now see "Gonzales" when you first enter the State Capitol; it had previously had security equipment placed in front of it.

Approval of Minutes

1. Approval of Minutes: The minutes of the May 11, 2017 meeting were approved as presented.

Action Items:

2. **Discuss and Consider Application for funding from Shorty Gorham Productions, LLC.** Alison Rodriguez noted that the production is partnering with Sleep Inn, Holiday Inn, and GG's to bring this event to town. Ann Covert moved to consider this application, Dawn O'Donnell seconded. Clint Hille was concerned about the low amount of room blocked at the hotels. Alison presented that the block of rooms was made for two nights, and the hotels had reserved more just in case. Mayor Kacir had mentioned to Shorty to possibly partner with Bo Davis in the future to make a multiple day event to gain the lodging stays. Genora said the EDC did commit to a \$2500 sponsorship for the event. This event is being marketed across all of South Texas. Voted called to approve the application as written; motion passed to approve the application.

3. **Discuss and Consider brochure racks at the old jail museum.** There are two racks at old jail museums and a rack that was provided by the brochure contractor. This contract is now over, and it is possible that this rack will be picked back up. Would like funds set aside to purchase a new rack in case that comes to pass. Clint Hille moved to put aside \$500 for a new rack, Ann Covert seconded. Ann suggested that we just go ahead and work with the visitors center and get a new, attractive rack in place. Motion passed.
4. **Discuss and Consider full time Tourism Director.** Need a vote to move forward to create the job description. Dawn O'Donnell moved to create the Tourism Director job description, Alison Rodriguez seconded. Ann Covert voiced concern about the length of time that was related to this position – 2 years. Mayor Kacir stated that the 2 year commitment was for the position funds to come from the HOT funds. The position itself can be extended, or ended, depending on how the position is going at the end of those 2 years. Reports and evaluations will be taking place during this initial time frame. Motion passed.

Reports

5. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** A couple of billboards have gone away; 2 billboards remain. Website training will begin for city staff. Jill Schauer will get the remaining ads to HAR before she takes a full time position. We will then take advantage of any free advertising that would be available to us. Clint Hille spoke of 2 primary companies that put on Home and Garden shows, and he had schedules and costs for participating. Barbara Crozier asked for a proposal to be presented at the next meeting as to what shows this board could be part of.
6. **Report on Driving Tour signage.** As mentioned earlier, the Beautification Committee will be replacing the signage.
7. **Report on Occupancy Trends.** February, March, and April reports were presented. 40% drop in occupancy since 2014. In 3-6 month time periods, those percentages are closer to 5-10%.
8. **Report from Ann Dollery on the Expo Center at JB Wells Park.** No report for the month.
9. **Report from advisory members on Event Development.** Dawn O'Donnell stated that there will be a garden tour at the end of March 2018, resulting in a partnership between Master Gardeners and Pioneer Village. Ann Covert passed out package proposals. Still need pictures of different venues, locations, etc; as well as a breakdown of the actual package pieces. More packages are still in the works.
10. **Report from Gonzales Memorial Museum.** No report.
11. **Report on Upcoming Events.** Main Street Concert Series June 2,9,16,23,30, and July 4th. The first Friday turnout was decent. Youth Rodeo Assoc. Finals June 13-17; Camp Shakespeare Performance June 22; PBR Bullfight July 8; Camp Shakespeare Performance July 13; Summer Theater Workshop July 10-21; Veteran's Memorial Assoc. Golf Tournament July 15; Summer Workshop Showcase July 21. GG's is having a Father's Day special.

12. **Financial Report.** Funds are down, but not falling as fast as they were.
13. **Call for new agenda items for the following meeting, by members.** Barbara Crozier wants a signage committee; action item for Home and Garden shows; Lunch and learn discussion; 10-point marketing plan.
14. **Staff Report.** Genora Young gave an update on AirBNB contract.
15. **Set date and time of next regular meeting.** July 13, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Clint Hille, the meeting was adjourned at 1:15pm

Holly Danz, Secretary