

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, June 9, 2016

City Hall at, 820 St. Joseph

12:30 p.m.

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30 p.m. A quorum was declared present.

Members present: Barbara Crozier, Ann Covert, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel; Ken Morrow; **Members absent:** Alison Guerra. **Ex officio present:** Barbara Friedrich of Main Street; **Staff present:** Jesse Holt, Marketing Consultant ; Jill Schauer, Intern-GEDC, **City Officials present:** None; **Guest:** Joel Gammage,

Public Comments:

In public comments, Chairman Crozier spoke to the budget matter of clearing up the issue of the funds for Crystal Theater in the amount of \$10,000.00. She spoke to Council at their last meeting and the budget item will now be included in the upcoming budget.

Joel Gammage spoke regarding his recent Hot Rod event. He said that the bad weather forecast impacted the event. Participation was down. Water sales were down but the event was enjoyed by a good number of people. There were 100 cars and 1200 people in attendance, mostly local people. It is the belief of the Mayor and the Chief of Police that if the weather had been good, that the event would have attracted a huge crowd.

1. Approval of Minutes: The minutes of the May meeting were approved after noting that the second by Ann Covert for adjournment was omitted.

Action Items:

2. **Discuss and Consider renaming the tourgonzales.com website.** There was review on the value of "Tour Gonzales" as to other possibilities. One thing looked into was Tour Gonzales.com but it was found that the Chamber of Commerce owns that and has since 1998. In our last discussion, we decided that it might be too narrow for our marketing purposes. We want to be inclusive in our exposure of all of the things that are going on in Gonzales, recreation, rodeos, events. The Chairman then asked for a motion so that discussion can follow. It was clear that the money is budgeted. Ken Morrow moved that we buy 10 websites that have anything to do with Gonzales, i.e. Gonzales 1825. With a second from Dawn O'Donnell, discussion continued. Crozier expressed interest in keeping Gonzales.com and agreed with Ken that of the many to

select from the first one that comes up is the one people are going to click on to find us. Ann Covert asked how much money Ken was talking about and he indicated that usually the cost per website is \$9.99. For instance if we were to buy one for Ann Covert or the St. James Inn, or any variation thereof, then that could link to anything else in town. Crozier expressed interest in knowing more about the probability of expediency for finding the link that is desired. Dawn suggested that one would click on the first one that came up and that would lead you to other preferences. What is irritating is finding a sponsored site where they trick you and one has to tolerate the advertising pop ups - Something that we do not want. Jesse asked Joel for a response. He suggested that we keep Tour Gonzales.com and feed in all other sites. Jesse suggested that we use Gonzales Tx. Travel or Gonzales Tx. Com for our printed material of information on how to find us. After many rounds of possibilities, Ken Morrow withdrew his motion and its amendment. Dawn made the motion to allow Jesse to use Gonzales, Tx..Travel or Gonzales, Tx.Com. with a second from Ann, the motion passed unanimously. Jesse will further develop this for the best and broadest exposure of what is going on in Gonzales.

3. **Report by Barbara Crozier on GCVB Budget for FYE 2017:** Crozier gave an overview of our financial picture. After working with Genora, the first draft of the proposed Tourism budget has been sent forward. She noted that we have a revenue shortfall this year and we can anticipate the same next year. The budget will have some reductions for the special projects. Properties that have been receiving funds will have reductions. Special events this year was \$45,000. That same amount will be requested to develop new events. It will require us as a Board to really look at our requests. We may have to address not funding some of the events that come to us for support and if not funding we may have to consider decreasing funds allowed. Crozier said that I am talking about the events that come to us over and over each year, like the Bull sale and the Barn sale .We agreed that we should follow our guidelines that within three years of support these events should be able to stand on their own.
4. **Report by Marketing Consultant Regarding Advertising, Billboards, and Website.** Jesse reported that she has held off on the contract long enough on the billboard at Mustang Ridge where now John Gannon, owner of the billboard, has offered a free vinyl for new art work. Crozier expressed concern about the color on the new billboard coming out of Austin. John Gannon will send an example of what the art work will look like. She noted that if the committee was happy with this that we need no motion since there is no money to expend. Jesse reported that an e-blast was sent out .There were 50,000 sends, 3,830 opens, 296 clicks. The cost was \$2,800. On June 21 a featured spotlight e-blast will go out. It will spotlight the Star Spangled Spectacular, PBR and a brief summary of fall events. In Texas Monthly Leads from April 27- May31 we had 46 leads with 12 out of state, and 3 out of country. Ken asked if this wasn't low For Texas Monthly and Crozier responded that yes these leads have been dropping from TM. That is one reason we cut back on our advertising in that magazine.

5. **Report from advisory members on Event Development.** No report

6. **Report on Upcoming events.** Main Street Concert Series and Star Spangled Spectacular.

Jill gave a chart explanation of responses from a survey that was taken at the first event. She was commended for her work. This is a breakthrough that we have needed. The report included information that 3 rooms were taken but lots of restaurants were filled. (a part of the report is on disc but inaudible) Jesse asked if this something that the event should do or should we do it. It was agreed that we should do the record keeping and Jill will work with Barbara Friedrich so we will be able to use the program.

Crozier reported that the Shakespeare presentations will be June 23, July 14, and August 7. She would like to visit with Jesse and Jill regarding building a weekend package around these events. In August we will perform at the Museum Amphitheater. We are encouraging people to bring a picnic and enjoy the evening under the stars. Joel asked a question that is inaudible.

7. **Financial Report.** For now we are holding our own. The income is down but the visitors are still coming. The tax numbers are down because the lodging facilities have lowered their rates.

8. **Staff reports** – No report

9. **The next meeting is scheduled for July 14.** Crozier said that she may not be able to attend. She will call on someone to hold the meeting.

The chairman asked for a motion to adjourn. Dawn O'Donnell moved that we adjourn. With a second from Ann Covert, the meeting adjourned at 1:40 p.m.

Items on Agenda not included here but made a part of the Minutes.

1. Financial Reports- Staff
2. Radio Budget from Barbara Friedrich for concert advertising- Egon Barthels
3. Gonzales Main Street Concert Series survey results – Jill Schauer
4. Unfinished business: Kiosks, GVT advertisement, work with the Alamo, Promo ideas

Ann Covert, Secretary