

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, May 12, 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; Alison Guerra Rodriguez; **Ex officio present:** Barbara Friedrich of Main Street; Daisy Scheske of Chamber of Commerce. **Staff present:** Jesse Holt, Marketing Consultant ; Genora Young, GEDC; **City Officials present:** Councilman Tommy Shurig; **Guest:** Joel Gammage, Clint Hille with Historic Homes Association and Jill Schauer.

**Public Comments:**

In public comments Clint Hille offered an overview of the application that is on our agenda. He explained that the Historic Homes Association is requesting funds to publish a pictorial coffee table type book that will promote Gonzales. Genora Young introduced Jill Schauer who is participating in an intern program that the GEDC has started. This young lady will serve the GEDC in the capacity of intern in the GEDC this summer. Her interest in college is community development and economic development.

1. Approval of Minutes: The minutes were amended to include Ken Morrow as being present in the April meeting. He was shown as being absent. Barbara Crozier noted that in the second paragraph, the minutes reflect the remarks that she read as a text from Mr. Lopez were in error in being reported as remarks made by Joel Gammage. Secretary Ann noted that Doug Phelan was recorded in error as James Phelan and that James McMains should be shown as a guest in attendance. She also reported that the minutes do not reflect the fact that the Come & Take It Committee advised the Committee that they were working diligently towards self-funding instead of continually asking for HOT funds. Daisy Scheske said that it will probably take at

least three years. By motion from Chris Kappmeyer and a second by Dawn O'Donnell, the minutes of the April meeting were approved as corrected and amended.

### **Action Items:**

2. **Discuss and Consider application for funding from Historic Homes Association.** With a motion from Chris Kappmeyer and a second by Ken Morrow, the floor was opened to discuss this request for \$10,000.00. Clarification was requested as to who would manage getting the book together. Clint Hille told how the book would be a collaborative effort. Paul Frenzel has offered the research that he has done with his published book on the homes of Gonzales.

Chris offered that he thought the shelf life would be 5-10 years and Clint suggested that it would be longer than that; that the book could be revised from time to time. The initial printing is 500 books. Discuss was had as to the reprint and revision costs. The first printing plan is to have the historic homes. Revisions and upgrades for the book may include the Kerr Creek Bridge and other spot attractions. Barbara Crozier commented that it was her understanding that the printed book would not include lodging but the E-Book would; that the first printing would be the story of Gonzales through the historic homes and buildings. Dawn asked what would be the retail price. At this time it seems that this is unclear. Several comments were made regarding this. Clint Hille noted that it would be a \$90.00 book but that it did not have to be sold for that. If it sold for \$50.00 all of that money would be returned to the HHA for projects forthcoming. Clint Hille pointed out that he thought the book would be a good seller. He suggested that perhaps Paul Frenzel, who often gives personal tours to visitors, could show the book to people who take the tour and might want a book of what they have seen. Chris asked about what would be in the book – that there were three people around the table that owned historic homes and he wondered if their properties would be in the book. The answer was a definite yes. Chris asked about the vetting of the pictures and text for the book and asked if Paul Frenzel would be involved in that and that is yes. Barbara Crozier said that she too had offered to help edit the book. Paul was asked what he thought of the project and his response was that he thinks it is a great project. That the Historic Homes was unanimously in favor of it. Barbara added that she is aware that Clint has met with GEDC President, Genora Young and the Allen Barnes with this project and their response is very positive. Ann suggested modification of the application in that she would like to recommend that Clint Hille be named Project Chairman and Vicki Frenzel shown as President of Historic Homes Association; that the website be shown and the date shown of when the organization was created. In the dateline of publication Ann suggested that instead of ASAP that we give a dateline. Clint commented that the publisher said that with all the content in hand there would probably be a 90 day detail time. Clint suggested that the book could most probably be ready for Winterfest – December 2016. Usually there is a down payment with other payment later. Barbara suggested that we clarify the payment for the book as to what comes out this year and what comes out next year – provided that the Council approves it. We need to ask Council as to just where the funds would come from. Ken asked about if we all ( EDC, Marketing, Tourism) would be able to use any images that were used in this book for any other purpose pertinent to promoting Gonzales. Ann mentioned that we approved funds for a professional photographer last month for our marketing purposes. Jesse clarified that with saying that \$500.00

was for photographs and \$500.00 was for content. The Photography Club is a resource that Clint would like to consider and of course contacting professional photographers is an option. In the essence of time, the Chairman asked for any other questions pertinent to the request. Ann suggested that the application be further modified to show that the HHA has hosted the Christmas home tour for several years and in that have filled many hotel rooms. Hearing no other questions and comments, question was called and the motion was approved unanimously. A request for \$10,000. for a handsome picture book of Gonzales will be sent to Council for consideration.

3. **Discuss and Consider renaming the [tourgonzales.com](http://tourgonzales.com) website:** Marketing Consultant Jesse spoke to the word “tour” and advises that we need to reconsider some action word instead of tour. She feels this is dated and suggested other words such as visit, and others. Motion was made by Chris Kappmeyer that we rename our website. With a second from Dawn O’Donnell, discussion was opened for this item. Chris suggested “Come and Take Gonzales” Barbara Crozier suggested “Come to Gonzales”. Jesse suggested that Come and Take It is not just ours anymore – that it is out there everywhere and she would like for us to consider something else.

Ken gave insight to the fact that there is much out there if we can just direct people to us. Chris added that yes it is important for optimization and we need to recognize that words really mean something. With no further discussion, the Chairman asked that a committee take this on and consider the most appropriate words that we need to use now days. The Committee members are Chris Kappmeyer, Dawn O’Donnell, Ken Morrow and Jill Schauer. The Committee will report at next month’s meeting.

4. **Discuss and Consider budget for Red Carpet Roll Out of new website at the Lynn Theater:**

Genora reported that the Lynn Theater is very receptive to having our Red Carpet roll out for our new Web sites. Date considered is late July or August. Refreshments will be served.

No budget was presented for approval. More details being developed.

## **REPORTS**

5. **Report on Tourism Week Events:** Ann asked if all had seen the local papers for the last three Weeks. She said that that was her report- the papers covered the week very well. They gave us great reports. Barbara mentioned that the papers realize that dollars and cents are business. Jesse had a good time at Dollar Tree – the custom order that she placed did not arrive

on time. So she went to Dollar Tree and bought 110 pretty pastel colored buckets. The report included comments from many of how the buckets of treats were received which was very encouraging. Many of the businesses were pleased, surprised, and happy to be appreciated. Genora mentioned how pleased she was with the turn out for the Council reception to celebrate Tourism. Ann noted that if we do this next year, we need to start in an earlier time, like start in November or December.

**6. Report by Marketing Consultant Regarding Advertising, Billboards, and Website.** LED Board presently advertises the Hot Rod event, Main Street concert will be shown as soon as some bugs are worked out. The 4<sup>th</sup> of July celebration will go up after the Hot Rod Event come down. The City Website will be open next week and then the GEDC and then ours for Tourism. Color scheme is worked out, art is being developed and if not ready in June it will be ready in July. We have an ad going out to Texas Highways. The copy will be turned in on May 18 for inbox delivery on June 1.

**7. Report from advisory members on Event Development:** No report.

**8. Report on Upcoming Events:** Concerts start on June 3 ending with the 4<sup>th</sup> of July Spectacular. Posters will be printed in the next week. Distribution is by volunteers when they go out of town and some will be in Shiner and a few other towns nearby. Chairman Crozier stated that the funds that we provided was intended for broader advertising and she would like to see a plan that included further distances for distribution. Barbara Friedrich commented that most of the money that was allocated for more advertising went mostly into radio ads. The Hot Rod Standoff is coming up and a good number of cars have registered. The sponsorship by Hotels is down to one hotel this year. More sponsorships are needed. Barbara Friedrich, speaking for Main Street, said that MS has lost hotel sponsorships also this year. She said that the hotels did not say that it was because of the tax money that MS receives, rather that their revenue was must less this year. Discussion of the drop in hotel rates vs hotel occupancy was discussed.

**9. The Financial Report was presented.** Barbara Crozier said that she will be meeting with Genora regarding the upcoming budget. A full report will be presented in the next meeting.

**10. Staff Report** – Discussion regarding the HOT funds for the EXPO Center were discussed. Barbara Crozier indicated that all of this would be in the Financial Report for next month. Barbara Crozier has the edited Minute presentation from the video that Rick Green produced. Jesse will be working with him to define what applications this will be used in our marketing efforts. Genora reported that the Rodeo is coming and that will be several hundred

people. She has signs to welcome the group, especially the contestants, and would appreciate any assistance in placing the signs along the highways. Barbara read a thank you note from Suzane Sexton, both for the business we gave her in providing cookies for Tourism week, and her complimentary words of what the Bureau is doing to attract tourism to our fine town. Paul Frenzel reported that over the past few weeks he has 5 or 6 tours at Pioneer Village. Most of the groups are over 100 kids. PV is using Linda Menking to cater lunch because they want to come during the noon hour. Barbara asked for the report of numbers of visitors to the museum. Secretary Ann noted that the March 10 minutes should be dated the February minutes – for the record.

With a motion by Paul and a second by the meeting adjourned at 1:45

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

1. Financial Reports
2. Unfinished business: Kiosks, GVT advertisement, work with the Alamo, Promo ideas

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Ann Covert, Secretary