

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, November 3, 2016

City Hall ~ 820 St. Joseph

12:30pm

**Call to Order and Certification of Quorum**

Chairman Crozier called the meeting to order at 12:32pm. A quorum was declared present.

**Members present:** Barbara Crozier, Dawn O'Donnell, Paul Frenzel, Clint Hille, Chris Kappmeyer, Ken Morrow, Ann Covert, Holly Danz; **Members absent:** Alison Guerra; **Ex officio present:** none; **Staff present:** Jesse Holt, Marketing Consultant, Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich; **Guests:** Glenda Gordon, Sarah Tenberg

**Public Comments:** Glenda Gordon, chair of the Gonzales County Historical Commission, reported on the interpretive panel project for 2016. Last project of the year is the WWI panel, and will be placed near the WWI cannon near Fair Street. Further panels will be developed in 2017, as well as the planning of refurbishing the rock fountain at the Gonzales State Park. Anne Dollary introduced herself to the group, she is the manager of the JB Wells Expo. She stated the Expo has bookings each month, even though many in the community don't know that the Expo even exists. This board may be able to help advertise the Expo. Clint Hille asked about a calendar of events for the Expo; there is one available online.

1. **Approval of Minutes:** The minutes of the October 13, 2016 meetings were approved unanimously without corrections.

**Action Items:**

2. **Application for funding from Rusted Gingham.** Barbara Crozier presented application, as Suzanne Sexton was not available. This is the 3<sup>rd</sup> year to request funds; she is requesting a lower amount this year. Funds will be used to cover the cost of the band for both days of the event. Ken Morrow moved to approve the request of \$1200, Holly Danz seconded; motion passed unanimously.
3. **Brochure, Visitor Guide, and tear away maps.** Jesse Holt presented on visitor guide and brochure. Sample brochure was passed around. These will be placed in racks in locations along I-10. Volunteers were asked to proof the brochure (Holly, Glenda, Sarah). Layout, color scheme, content was discussed. Visitor guide and tear away map will be the next projects once brochure is finished. Will be ordering 10,000 copies of brochure.
4. **Google and Facebook process.** We are missing social media opportunities right now because this board does not have a credit card to use for paid campaigns. Barbara has brought this up to Genora Young, and a card will be set up for us by the financial officer. Limit of \$100/month.

5. **Full Calendar of events sharing & reporting process.** Problem we've had is to have a central location for community events to be placed. If we had a Facebook presence, different members of the community could have access to this page and be able to post events. Efforts have been made in the past to collect community events, but no process has been sustainable. The tourism website does have a feature that people can add events to a calendar. Jesse can start sharing that feature. Dawn, Ann, and Chris were asked to come up with a list of organizations in the community that should be contacted to add their events. Jesse can then make these contacts.
6. **Setting time and date for a Strategic Plan meeting.** After board meeting, volunteers that will be part of this planning discussion are asked to set a time and date to meet.
7. **Convention and Visitors Bureau/relationship to Expo Center.** Chris Kappmeyer asked what is the relationship between the CVB and the Expo/convention center. Either we need to be a strong proponent for the Expo or we need to take "convention" out of our board name. Expo manager was asked if she advertises or markets the center in any way, and she currently does not. Their currently is no business plan on how to make the expo successful. Easiest thing we can do is add the expo to all sites and publications so others know it's available. Also possibly doing a newspaper article. Chris asks that this meeting, in the future, be expanded for an hour and a half instead of an hour; and that Anne attend next month's meeting with financial information in hopes of it furthering our knowledge of how we can help.
8. **Past 2 year's Come & Take It report.** Daisy Scheske will be attending next month's meeting with this report. Chris Kappmeyer asks that this report be on the past 3 years, instead of 2 years. He would like to see what the benchmark was, and where we are now.
9. **Brochure distribution.** We may need to put money towards a hired person who is in charge of making sure that racks and locations are full of brochures and are on display. Brochures don't do any good if they are in a box under a table. Chris suggested mailing the brochures out, Barbara disagreed that may not be the best route. Having an individual to make contact with the businesses and organizations would be better. This will be a topic for the strategic plan meeting.

## Reports

10. **Report by Marketing Consultant.** The list of 32 things to do in Gonzales was passed around, any suggestions will be considered. Billboards were also passed around; Homes tour and Lighted parade will go up next. Would like to do a "Stars in the Village" board. Ad in the Texas State travel guide and Houston House and Home ad were displayed. JGI billboards are approved, and awaiting installation. We are in Texas Highways in November, but not December. Website is still being updated. Barbara and Jesse would like to meet with Rick Green and get 3 solid videos and move forward. Ken Marrow asked Jesse how much time she has available for this board. Tuesdays and Thursdays are dedicated to city needs, which includes this board. She has a budget of \$22,000. Further discussion will be held on Jesse's role and responsibilities.
11. **Report from advisory members on Event Development.** No report.
12. **Report on Upcoming Events.** Radio Meet & Greet, Rusted Gingham Barn Sale, Veteran's Day Celebration, Interpretive Panel Dedication, Small Business Saturday, Winterfest

13. **Financial Report.** Substantial drop in funds and our revenues will not be funding our events this year. Will have to bite into our fund balance.
14. **Staff Report.** Barbara Friedrich discussed Happy Fall Y'all. The square was full, the theatre was full, the restaurants and bars were busy. Was a great event.
15. **Set date and time of next regular meeting.** Thursday, December 8<sup>th</sup> at 12:30pm.

Chairman asked for a motion to adjourn. Dawn O'Donnell moved that we adjourn. With a second from Ken Marrow, the meeting was adjourned at 1:37pm

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Holly Danz, Secretary