

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, October 12, 2017

City Hall ~ 820 St. Joseph

12:00pm

**Call to Order and Certification of Quorum**

Chairwoman Crozier called the meeting to order at 12:04pm. A quorum was declared present.

**Members present:** Barbara Crozier, Clint Hille, Holly Danz, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel, Ann Covert, Alison Rodriguez; **Members absent:** Ken Morrow; **Ex officio present:** none; **Staff present:** Anne Dollary; **City Officials present:** Genora Young; **Guests:** Kat Penrose, Billy Bob Lowe, Tiffany Hutchinson

**Public Comments:** Paul Frenzel reported on Pioneer Village events during Come and Take It. 61 reenactors were present; was a great turnout. Over 300 paying guests. Lots of those folks were out of town visitors. Paul thanked this group and the Chamber for their help. School tours are already booking. Barbara Crozier would like to add a Pioneer Village report to each meeting.

**Approval of Minutes**

1. **Approval of Minutes:** The minutes of the September 14, 2017 meeting were approved, with the addition of naming Tiffany Hutchinson as a present guest.

**Action Items**

2. **Acceptance of Clint Hille's resignation from the Gonzales Convention and Visitor Bureau Committee.** Dawn O'Donnell moved to accept the resignation, Holly Danz seconded; motion carried to accept with sincere appreciation for Clint's work as a committee member.
3. **Discuss and Consider Application for funding from Central Texas Independent Cattleman's Association.** Ann Covert moved to accept the application, Holly Danz accepted. This is the 4<sup>th</sup> year that this group is requesting funds, and there was discussion of how the committee's budget looked so far this year. The committee has started providing lesser amounts for those that have applied for more than 3 years. Per Mr. Lowe, this will be the biggest sale so far. Dawn O'Donnell then moved to fund \$1,500 for this event, Holly Danz seconded. Chris Kappmeyer stated that we can't keep funding events at the lesser amount forever, and may not be able to fund next year. Motion carried for \$1,500.
4. **Discuss and Consider Brochure Distribution.** Ann Covert & Clint Hille are working on this. Clint plans to distribute locally, as well as providing racks for those that haven't previously had them. He suggested that committee members sign up for a month out of the year to refill these around town. Barbara Crozier asked for a signup sheet to be available at the next meeting so

members can sign up for the next year.

5. **Discuss and Consider Lunch and Learn.** Ann Covert would like to reinstate this event. Clint Hille then discussed that EDC is working with the Chamber on a similar program. Genora Young could not share much information, but it would be available to all businesses in the community and an outside person would be brought in for the presentation. Barbara asked Genora to let the Chamber know that this board would like to be involved and willing to help.
6. **Election of Officers.** Holly Danz offered to stay on as Secretary; Ann Covert volunteered to stay on as Parliamentarian; Barbara Crozier has volunteered to stay on as Chairwoman. Dawn O'Donnell volunteered to take on the role of Vice-Chair. Chris Kappmeyer moved to accept the slate of volunteers for officers, Holly Danz seconded; motion carried.

## Reports

7. **Report from Tourism Director.** Clint Hille attended the Texas Travel Industry conference in Arlington, and learned a lot about marketing and blog groups. Clint will be visiting with a couple of bloggers to see what would be available to us. Working on putting the booth together for the upcoming home & garden shows; and gathering collateral as giveaways. Also working to get calendars updated so current info posts on the websites. Looked into the Channel 3 situation, and getting more information to see how this can be utilized. After visiting with the hotels, most of them use Dish and Channel 3 is a Spectrum product. More work to be done on this. Chris Kappmeyer asked that the budget be translated into a pie chart for easier understanding.
8. **Update on Home and Garden Shows.** Houston Home and Garden Show scheduled for October 21-22; Clint Hille and Genora Young will be attending.
9. **Update on Spring Garden and Grounds Tour.** Still looking for a leader. Hoping to have a list and date available to be handed out during Winterfest.
10. **Update on Winterfest Activities.** Home tour will happen and brochures are out. Stars in the Village, Lighted Parade, and Breakfast with Santa all scheduled.
11. **Report from Anne Dollery on the Expo Center at JB Wells Park.** Man Event coming right up. 2 circus performances, wrestling match, horse cutting. ICA sale, team roping, lights festival, barn sale all coming up. Jr High finals are coming back in 2018, but bids will go out for renewal next year and they will be looking for a 5-year contract. Anne was asked if she could ask her event organizers if we could have their email list so those people could be added to our email blasts. PBR has not committed for next year.
12. **Report from Gonzales Memorial Museum.** Spreadsheet provided to board members. Still looking for 2014 information. Museum board will also be providing refreshments during the Winterfest tour of homes.
13. **Report on Occupancy Trends.** September report has not come out yet. 58% positive change in local occupancy.

14. **Report from advisory members on Event Development.** Chris Kappmeyer hoping to have an event in spring 2019 surrounding guns, ammo, the Canon, etc.
15. **Report on Upcoming Events.** Breast Cancer Balloon Release Celebration October 13<sup>th</sup>; ICA Cattle Sales October 20<sup>th</sup>; Live Well w/ Exercise 5k/10k October 21<sup>st</sup>; Happy Fall Y'all October 21<sup>st</sup>; Festival of Lights October 28<sup>th</sup>; Rusted Gingham's 10<sup>th</sup> annual Barn Sale November 3-4.
16. **Financial Report.** Some of the back-owed tax money has been coming in.
17. **Call for new agenda items for the following meeting, by members.** Barbara Crozier asks that reps for Chamber and Main Street be sent and give reports if directors cannot attend the meetings. Chris Kappmeyer would like to discuss PR, public image, reputation, etc. Ann Covert would like to revisit "Meet Me in Gonzales", and the app.
18. **Staff Report.** No additional reports.
19. **Set date and time of next regular meeting.** November 2, 2017 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 1:08pm.

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Holly Danz, Secretary