

MINUTES OF THE REGULAR MEETING OF  
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, April 9, 2015  
City Hall at, 820 St. Joseph  
12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:39 p.m. A quorum was present.

**Members present:** Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Alison Guerra Rodriguez, Brandy Eggar; Dawn O'Donnell, Paul Frenzel; **Members absent:** Meena Patel ; **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, **Guests:** Doug Phelan of Templin Bar; Joel Gammage of Lockhart Family Hatters, Carolyn Gibson of GEDC.

2. In Public Comments: 1) Representatives from the Templin Bar discussed their plans to sponsor a "Hot Rod" Car Show on June 6 in Gonzales. Joel Gammage will produce it. Rick Green announced that a documentary "Chasing American Legends" showcases Texas history over the state. His company will be filming in Gonzales and will feature legends of Gonzales and Texas. A premier showing will be at the Lynn Theater on Sunday the 12<sup>th</sup> of April. He also invited all to the official Grand Opening of the Alcalde Hotel.

3. The minutes of March 12 were approved as presented.

4. Discussion was had with regards to the "Hot Rod" car show advertising. Ken Morrow had requested this be an agenda item as to whether we would support advertising this or not. It appears that it is unclear as to whether we fund "first time" events or not – or as to whether we fund events that have occurred elsewhere and were successful. Barbara Friedrich was asked to research what our application allowed in the way of funding for first time events. After lengthy discussion on the issue there was no resolution. Application for advertisement funding for this event will be offered at the May meeting.

5. Discussion for funding the purchase of banners as requested by Main Street was had. Barbara Friedrich requested \$5,858.00 to purchase banners for the downtown Squares. These would be additional banners to be hung on light poles. Barbara asked the Tourism Committee to take this project. It was concluded that Main Street has a committee in charge of this and that the Tourism Committee would not take it as a project. With a motion by Chris Kappmeyer and a second by Ann Covert to fund the banners, the motion was voted 9 yea and 0 nay and passed unanimously.

6. Report on Marketing included information that the Smart phone is being expanded and magazine Spring ads are running in May publications. The art for the newly acquired billboards are up. The committee would like to revisit the design for our marketing bags. The Chairman appointed Loretta Shirley, Daisy Scheske, Barbara Friedrich, Brandy Eggar and Alison Rodriguez to a task force for reviewing possibilities to determine the direction our marketing director should take with the next order.

7. Tim Patek, in follow up from the March agenda, informed the Committee that the City Council on April 7 considered a policy regarding attendance at City of Gonzales Boards and Commission and Committees. The Council approved Resolution No. 205-38. This Resolution is attached and made a part of these minutes.

8. The report on upcoming events included Friday first Coffee at the Cow Palace, Ribbon Cutting at the Alcalde on April 15 and a movie presentation of Chasing American Legends on April 12. On May 3 at 4 p.m. The Crystal Theater will present the Ninjas in performance on May 3 at 4 p.m. in the Amphitheater. They hope this will become an annual event. The Jim Price Clean up is Saturday, April 25.

Carolyn Gibson of GEDC offered project updates: Baker Boys BBQ is planning to open April 20. The Lynn Theater will have new neon lights soon; Laurie's Boutique & Tanning is hosting a Grand Opening on April 11; The Expo Center at JB Wells bid acceptance will be on the agenda for a called City Council meeting Wednesday, April 22. There are ongoing meetings regarding expansion plans for the Victoria College, Gonzales Campus Workforce Training Center. First National Bank of Shiner has plans for a building in the old Wall Mart parking lot space. The Painted Bunting Coffee Company will be opening soon adjacent to Texas Land & Right of Way Company at 931 St. Joseph. Wise Products is looking for drivers. Tiger Tote has sold to Circle-K. Wells Fargo plan to open in their new building in late May. Taco Bell will be building a restaurant on property between Circle-K and the railroad track on Sarah DeWitt Drive. McDonald's has plans to enlarge their present location, demolishing the current building and building a new one.

9. The Financial were reviewed.

10. Report from Committee Members and Staff: Tim Patek reported that the Texas Independence Relay was a great success, 107 teams started the race from the Gonzales Memorial Museum. He also reported that LCRA would assist in the City Clean up. They would be cleaning up 6 or more lots. Tim told of the \$25,000.00 grant recently received from LCRA that would fund playground equipment for Independence Park.

Chris Kappmeyer was recognized. He expressed his concerns in response to an issue from the March meeting. The issue was in regards to untrue comments made about Loretta Shirley in her role as our Marketing Consultant. His concern raised questions as to the process of response to unqualified personal accusations and unprofessional conduct by others outside the Tourism Committee that may impact the work of the Committee. Especially when this mis- information is sent out on Social Media, in

Blogs and public electronic mediums. Another concern had to do with making clear that any member of the committee may request a pertinent item to be included in the Tourism Agenda. He left us with a question as how to best handle conduct unbecoming to carrying out our assignment of promoting Gonzales. He encouraged the committee to be excited and have fun with the opportunity that this city has tasked us with which is to promote tourism in the great City of Gonzales – “The best little Historical Town in Texas.”

11. Review of Hotel Motel Receipts and sales tax records. The HM taxable receipts for 2014 are \$11,966,245. 7% of that is Hotel Motel Tax. Sales Tax records show an increase of 25% for the quarter.

12. Next regular meeting will be on May 14, 2015 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Dawn O'Donnell and a second by Brandy Eggar, the meeting was adjourned at 1:30 p.m.

Attachment: City Council Resolution No. 2015-38

Handouts: Handouts are not attached to these minutes but made a part hereof. These were not in the packet for the meeting but were handed out at the meeting.

1. Information about Chasing American Legends
2. Advertisement card for Hot Rod Standoff car show scheduled for June 6, 2015 in Gonzales.

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**ANN COVERT, CPM, SECRETARY**