

GONZALES TOURISM ADVISORY COMMITTEE MEETING

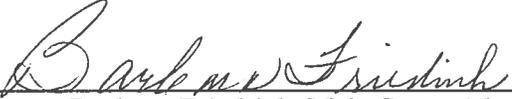
Thursday, April 9, 2015
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of March 12, 2015.
4. Discuss possible funding the advertising of the "Hot Rod" June car show event.
5. Discuss and Consider funding the purchase of banners to be placed on Texas Heroes Square and Market Square.
6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
7. Report from Tim Patek on attendance and standardizing a policy for all boards and committees.
8. Report on Upcoming Events.
9. Financial Report.
10. Report from Committee Members and Staff.
11. Next regular meeting will be May 14, 2015 at 12:30 p.m.
12. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 6th day of April, 2015 at 11:50 a.m. p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.



Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, March 12, 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; **Members absent:** Dawn O'Donnell, Paul Frenzel, Meena Patel; **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; **Staff absent:** Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, City Manager Allan Barnes; **Guests:** Doug Phelan, James McMains of Templin Bar; Joel Gammage of Lockhart Family Hatters, Eric McGowen of the Gonzales Inquirer, Jan Meeks, owner of On Track Arts.

2. In Public Comments: 1) Representatives from the Templin Bar discussed their plans to sponsor a Car Show on June 6 in Gonzales. They introduced Joel Gammage who has planned and executed such-successful events in Lockhart. They had looked for potential support and co sponsorship from Main Street and the City. Their requests were denied. They now plan to sponsor the show and hope to have a strong number of cars and visitors in town.

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

4. Discussion was had with regards to absence of committee members at meetings. A full report will be forth coming from Tim Patek in the April meeting regarding attendance and standardizing a policy for all boards and committees

5. Discussion was had as to the appropriate conduct within the committee in interacting with guests and speakers in the meeting. Guidelines were offered.

6. Report on Marketing included information that the Billboard on 1-10 was available and art will be ready at the end of March to show both boards advertising Gonzales (Ref. Minutes of 2/12/15.) The Committee was asked for letters of support asking The Texas Historic Commission to continue the Texas Independence Trail. THC is out of money and wants to discontinue support of this Trail.

7. Report on the Expo Center. The Chairman recognized Gonzales City Manager Allan Barnes for an update on the Expo Center. He reported that the City closed on the Bond sales this morning and that "we have the money in the bank to proceed". The plan is to go out for bids on March 19 and open the

bids on April 2. He said that the City hopes to break ground on May 1 and with 5 months for construction; opening day is anticipated in September. Note: the plans are in the lobby if anyone would like to review. He further stated that there will be 404 paved parking sites; that if any money is left over the City will pave the J.B. Wells parking area. We were also informed that Anne Dollery, who is Secretary for the Jr. High Rodeo is on board to build a Business Plan for the Center. We are looking to continue to attract the TRC and the USTRC.

8. Report on upcoming events – Laurel Ridge will host First Coffee on March 13. The City will host the Texas Independence Relay on March 27 and 28. Chris Kappmeyer is hosting the 1975 and 1985 High school Reunions in June at the Gonzales Mansion. Gonzales County Day at the Capital on March 17 will have Gonzales attendees visiting with our elected officials. May 15 is Warrior Weekend.

9. The Financials were reviewed. Mr. Barnes noted that Sales Tax for Gonzales was up 25.6% over last year.

10. In reports from Committee members and staff: 1) A draft of a letter for consideration as a Public Relations effort was circulated for review. Chairman Crozier appointed a task force to finalize the initiative. Appointed were Chris Kappmeyer, Ann Covert, Daisy Scheske and Loretta Shirley. 2) Alison Reported that according to hospitality resources, lodging has decreased by 58.3% in this area.

The next regular meeting will be on April 9, 2015 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Chris Kappmeyer and a second by Ann Covert, the meeting was adjourned at 1:47 p.m.

Handouts: Handouts are not attached to these minutes but made a part hereof. Please refer to your packets with the Agenda for the meeting 3/12/2015.

1. Financials – to February, 2015 (City Finance Department).
2. Guidelines for conduct (Crozier)

Ann Covert, CPM, Secretary



Quote

Dixie Flag Manufacturing Company
 1930 N. Pan Am Expressway
 P.O. Box 8618
 San Antonio, Texas 78208
 2102275039

Order Number: 0090085
 Order Date: 3/20/2015
 Due Date: 4/20/2015
 Salesperson: SAUC
 Customer Number: CTYGONZ

Sold To:
 CITY OF GONZALEZ / MAIN STREET
 ATTN BARBARA
 820 Saint Joeseph St
 Gonzales, TX 78629

Shio To:
 CITY OF GONZALEZ / MAIN STREET
 ATTN BARBARA
 820 Saint Joeseph St
 Gonzales, TX 78629

Confirm To:
 Barbara-830-672-2815 mainstreet@cityofgonzales.org

Customer P.O.	Shio VIA	F.O.B.	Terms			
	UPS REGULAR	pan am	COD/DEPOSIT REQUIRED			
Item Number	Unit	Ordered	Shipped	Back Order	Price	Amount
/OSCUSTOM 2.5x5' Come & Take It banners	EACH	10.00	0.00	0.00	172.000	1,720.00
/OSCUSTOM 2.5x5' Texas banners	EACH	10.00	0.00	0.00	225.000	2,250.00

Net Order: 3,970.00
 Less Discount: 0.00
 Freight: 30.00
 Sales Tax: 0.00
Order Total: 4,000.00

Northern Lights Display, LLC

9531 West 78th St., Suite 135
 Eden Prairie, MN 55344
 877-974-3205

Sales Order

Date	S.O. No.
3/19/2015	1-3809A

Name / Address
City of Gonzales PO Box 547 Gonzales, TX 78629

Ship To
City of Gonzales 820 St Joseph St Gonzales, TX 78629

NLD PO No.	Terms	Rep	Project	Customer PO
	Net 30	CL		

Item	Description	Ordered	Rate	Amount
1-15814-000*	Titan adjustable set with bands-30"	20	84.00	1,680.00T
Shipping	Shipping/handling	1	178.00	178.00T
	THIS IS NOT AN ORDER UNTIL SIGNED AND RETURNED FOR PROCESSING Out-of-state sale, exempt from sales tax		0.00%	0.00
			Total	\$1,858.00

1. Marketing Schedule –

- a. Many of the spring/summer ads begin running in May.

2. Marketing Update

- a. Building Facebook Presence and Google ad campaign

3. Smart Phone App Update

- a. All info has been changed to POI's and has a pin on the map.

4. App Stats, Web and Social Media Update - December

Tour Gonzales App Stats

New Downloads	62
Active Users	368

Tour Gonzales Website

Pageviews	11,657
New Visitors	2,698

Tour Gonzales Facebook

Likes	391
Post Reach	2278

5. Other Updates and Info

- a. March Direct leads/brochure requests from ads – 339
- b. March Brochure Downloads TourTexas - 118

Gonzales Memorial Museum Visitor Numbers

	2014	2015
January		303
February		445
March	1,445	1,777

Gonzales County Jail Museum Visitor Numbers

	2014	2015
January	150	306
February	300	410
March	627	1,208

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2014 - 09/30/2015**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014	\$5,000.00	\$5,000.00
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	\$1,500.00
Rusted Gingham Approved by Committee 10/16/2014	\$2,000.00	\$2,000.00
Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014	\$2,500.00	\$2,500.00
Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014	\$10,000.00	\$1,913.23
DVS Productions Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$5,000.00	
TOTAL	\$26,000.00	\$12,913.23
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$26,000.00	\$12,913.23
AVAILABLE FUNDS	(\$1,000.00)	\$12,086.77

10/01/2015 - 09/30/2016

"Come & Take It" Committee Approved by Committee 02/12/2015 Approved by City Council 03/03/2015	\$20,000.00	
Total	\$20,000.00	

RETURN SERVICE REQUESTED

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 PO BOX 547
 GONZALES TX 78629-0547

Managing Your Accounts

	Branch Name	Sage Capital Bank
	Phone Number	(830) 672-8585
	Mail Address	P.O. Box 1940 Gonzales, TX 78629
	Online Access	www.sagecapitalbank.com

Summary of Accounts

Account Type	Account Number	Ending Balance
PF INT BEARING	XXXXXXXXX5350	\$834,860.17
Total Current Value		\$834,860.17

PF INT BEARING - XXXXXXXXX5350

Account Summary

Date	Description	Amount		Amount
02/28/2015	Beginning Balance	\$853,550.58	Average Ledger Balance	\$851,022.39
	3 Debit(s) this period	\$43,731.59		
	5 Credit(s) this period	\$25,041.18		
03/31/2015	Ending Balance	\$834,860.17		

Other Debits

Date	Description	Amount
03/18/2015	113198844 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$4,549.50
03/18/2015	112055747 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$32,790.16
03/27/2015	110030159 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$6,391.93

Deposits

Date	Description	Amount
03/03/2015	DEPOSIT	\$2,478.97
03/10/2015	DEPOSIT	\$7,366.36
03/16/2015	DEPOSIT	\$10,099.14
03/17/2015	DEPOSIT	\$4,966.28

PF INT BEARING - XXXXXXXX5350 (continued)

Other Credits

Date	Description	Amount
03/03/2015	EARNINGS CREDIT ACCT ANALYSIS FEBRUARY ST	\$130.43

Daily Balances

Date	Amount	Date	Amount	Date	Amount
03/03/2015	\$856,159.98	03/16/2015	\$873,625.48	03/18/2015	\$841,252.10
03/10/2015	\$863,526.34	03/17/2015	\$878,591.76	03/27/2015	\$834,860.17

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date
Total Overdraft Fees	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00

FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	1,489.02	350,841.59	51.22	0.00	334,158.41
4-811.801 INTEREST INCOME	<u>1,200.00</u>	<u>0.00</u>	<u>739.78</u>	<u>61.65</u>	<u>0.00</u>	<u>460.22</u>
TOTAL 811-HOTEL/MOTEL	686,200.00	1,489.02	351,581.37	51.24	0.00	334,618.63
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	5,435.08	60.39	0.00	3,564.92
4-814.501 MUNICIPAL COURT FEES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	5,435.08	60.39	0.00	3,564.92
*** TOTAL REVENUES ***	695,200.00	1,489.02	357,016.45	51.35	0.00	338,183.55

FINANCIAL STATEMENT

AS OF: APRIL 30TH, 2015

500-RESTRICTED USE FUNDS
811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	2,500.00	0.00	2,049.73	81.99	0.00	450.27
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	2,500.00	0.00	2,049.73	81.99	0.00	450.27
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	3,000.00	0.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	1,657.50	13,102.50	59.56	0.00	8,897.50
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	7,500.00	50.00	0.00	7,500.00
7-811.413 PIONEER VILLAGE	10,000.00	2,500.00	8,363.00	83.63	0.00	1,637.00
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	0.00	10,000.00	100.00	0.00	0.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.440 TRAVEL & TRAINING	<u>5,000.00</u>	<u>0.00</u>	<u>544.04</u>	<u>10.88</u>	<u>0.00</u>	<u>4,455.96</u>
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	4,157.50	39,544.54	52.73	0.00	35,455.46
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	0.00	44,980.25	27.26	0.00	120,019.75
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	272.61	8,381.49	13.97	0.00	51,618.51
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	5,739.74	47.83	0.00	6,260.26
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	6,188.45	41.26	0.00	8,811.55
7-811.521 SPECIAL PROJECTS	25,000.00	0.00	16,150.60	64.60	0.00	8,849.40
7-811.522 EVENTS	7,000.00	0.00	2,892.00	41.31	0.00	4,108.00
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	0.00	0.00	0.00	35,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	1,232.18	12.32	0.00	8,767.82
7-811.529 RIVERSIDE MUSEUM	5,000.00	0.00	951.27	19.03	0.00	4,048.73
7-811.530 EXPO CENTER	<u>100,000.00</u>	<u>0.00</u>	<u>87,788.13</u>	<u>87.79</u>	<u>0.00</u>	<u>12,211.87</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	272.61	174,340.10	37.57	0.00	289,659.90

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.202		POSTAGE								
			B E G I N N I N G	B A L A N C E						0.00
10/31/14	11/03	B22762 Misc	101415	04654 TO ALLOCATE MONTHLY POSTAGE	JE# 012680				7.26	7.26
		=====	OCTOBER ACTIVITY	DB: 7.26	CR: 0.00				7.26	
11/20/14	11/20	A66604 CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014			1,209.96	1,217.22
		=====	NOVEMBER ACTIVITY	DB: 1,209.96	CR: 0.00				1,209.96	
12/18/14	1/09	A68028 CHK: 102235	12723	POSTAGE	0041	4TH QTR 2014			818.11	2,035.33
		=====	DECEMBER ACTIVITY	DB: 818.11	CR: 0.00				818.11	
1/30/15	2/02	B23425 Deposit	011515	04818 TO ALLOCATE MONTHLY POSTAGE	JE# 012857				6.72	2,042.05
		=====	JANUARY ACTIVITY	DB: 6.72	CR: 0.00				6.72	
3/31/15	4/01	B23917 Misc	031515	04925 ALLOCATE MONTHLY POSTAGE	JE# 012973				7.68	2,049.73
		=====	MARCH ACTIVITY	DB: 7.68	CR: 0.00				7.68	
		=====	ACCOUNT TOTAL	DB: 2,049.73	CR: 0.00					

7-811.217		MISCELLANEOUS								
			B E G I N N I N G	B A L A N C E						0.00

7-811.304		OFFICE EQPT & FURNITURE								
			B E G I N N I N G	B A L A N C E						0.00

7-811.401		TELEPHONE								
			B E G I N N I N G	B A L A N C E						0.00

7-811.402		UTILITIES								
			B E G I N N I N G	B A L A N C E						0.00

7-811.407		TELEPHONE								
			B E G I N N I N G	B A L A N C E						0.00

7-811.408		MEMBERSHIP DUES								
			B E G I N N I N G	B A L A N C E						0.00
10/01/14	10/10	A65395 CHK: 101423	12460	MEMBERSHIP	2877	100114			35.00	35.00
		=====	OCTOBER ACTIVITY	DB: 35.00	CR: 0.00				35.00	
		=====	ACCOUNT TOTAL	DB: 35.00	CR: 0.00					

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.409 SUBSCRIPTIONS
B E G I N N I N G B A L A N C E 0.00

7-811.411 SPECIAL CONTRACTS
B E G I N N I N G B A L A N C E 0.00

10/06/14	12/02	A66816	CHK: 000000	12419	MEETING TOMORROW	2931	10/06/2014		1,500.00	1,500.00
			=====		OCTOBER ACTIVITY DB:	1,500.00	CR:	0.00	1,500.00	
11/04/14	11/07	A66273	CHK: 101683	12559	LORETTA SHIRLEY DBA ROCK	2895	1116		1,657.50	3,157.50
			=====		NOVEMBER ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
2/02/15	2/06	A68936	CHK: 102512	12782	MARKETING SERVICES	2895	1129		1,657.50	4,815.00
			=====		FEBRUARY ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
3/02/15	3/05	A69702	CHK: 102704	12846	LORETTA SHIRLEY DBA ROCK	2895	1135		1,657.50	6,472.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50	8,130.00
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50	9,787.50
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 01/2015		JE# 012957		1,657.50	11,445.00
			=====		MARCH ACTIVITY DB:	6,630.00	CR:	0.00	6,630.00	
4/01/15	4/02	A70632	CHK: 102988	12925	MARKETING SERVICES	2895	1138		1,657.50	13,102.50
			=====		APRIL ACTIVITY DB:	1,657.50	CR:	0.00	1,657.50	
			=====		ACCOUNT TOTAL DB:	13,102.50	CR:	0.00		

7-811.412 CHAMBER OF COMMERCE
B E G I N N I N G B A L A N C E 0.00

11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		3,750.00	3,750.00
			=====		NOVEMBER ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
12/18/14	1/09	A68028	CHK: 102235	12723	4TH QTR 2014 PAYMENT	0041	4TH QTR 2014		3,750.00	7,500.00
			=====		DECEMBER ACTIVITY DB:	3,750.00	CR:	0.00	3,750.00	
			=====		ACCOUNT TOTAL DB:	7,500.00	CR:	0.00		

7-811.413 PIONEER VILLAGE
B E G I N N I N G B A L A N C E 0.00

10/01/14	10/31	A66027	CHK: 101577	12534	3RD QTR 2014	1027	3RD QTR 2014		3,363.00	3,363.00
			=====		OCTOBER ACTIVITY DB:	3,363.00	CR:	0.00	3,363.00	
12/18/14	1/09	A68078	CHK: 102238	12723	4TH QTR 2014	1027	4TH QTR 2014		2,500.00	5,863.00
			=====		DECEMBER ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/01/15	4/02	A70616	CHK: 102973	12925 1ST QTR 2015	1027	1ST QTR 2015		2,500.00	8,363.00
			=====	APRIL ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
			=====	ACCOUNT TOTAL DB:	8,363.00	CR:	0.00		

7-811.414			JB WELLS PARK						
				BEGINNING BALANCE					0.00

7-811.415			MAIN STREET						
				BEGINNING BALANCE					0.00

12/11/14	12/11	A67352	CHK: 102060	12640 ANNUAL FIREWORKS DISPLAY 2992	07/04/2015			5,000.00	5,000.00
			=====	DECEMBER ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	

3/12/15	4/02	A70643	CHK: 102960	12925 GIANT DEER AND SANTA	3508	15-3900		5,000.00	10,000.00
			=====	MARCH ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
			=====	ACCOUNT TOTAL DB:	10,000.00	CR:	0.00		

7-811.416			CRYSTAL THEATRE						
				BEGINNING BALANCE					0.00

7-811.417			INSURANCE						
				BEGINNING BALANCE					0.00

7-811.430			TRAVEL & TRAINING						
				BEGINNING BALANCE					0.00

11/21/14	12/05	A67050	CHK: 101975	12599 REIMBURSEMENT	2895	REIMBURSE		156.68	156.68
			=====	NOVEMBER ACTIVITY DB:	156.68	CR:	0.00	156.68	

2/19/15	3/27	A70316	CHK: 000000	12742 LUNCHEON MAIN STREET	2931	021915		387.36	544.04
			=====	FEBRUARY ACTIVITY DB:	387.36	CR:	0.00	387.36	
			=====	ACCOUNT TOTAL DB:	544.04	CR:	0.00		

7-811.502			ADVERTISING						
				BEGINNING BALANCE					0.00

10/01/14	10/17	A65662	CHK: 101457	12479 GILBREATH OUTDOOR ADVERT	3341	5747		600.00	600.00
10/07/14	10/17	A65619	CHK: 101485	12479 ADVERTISING	0668	242202		5,461.96	6,061.96
10/11/14	11/07	A66282	CHK: 101668	12559 ADVERTISING	3028	94957		6,250.00	12,311.96
10/16/14	11/07	A66275	CHK: 101626	12559 ADVERTISING	2944	20142033		1,250.00	13,561.96

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
10/18/14	11/07	A66254	CHK: 101690	12559	ADVERTISING	2714	TM68911		9,503.85	23,065.81
			=====	OCTOBER ACTIVITY	DB:	23,065.81	CR:	0.00	23,065.81	
11/01/14	11/20	A66688	CHK: 101799	12590	TEXAS JOURNEY	3255	40008100		5,686.50	28,752.31
11/03/14	12/05	A67070	CHK: 101937	12599	GILBREATH AND COMPANY	3341	FC 53		9.76	28,762.07
11/06/14	11/07	A66299	CHK: 101662	12559	ADVERTISING	3457	120114		2,500.00	31,262.07
11/06/14	11/14	A66540	CHK: 101748	12582	CONTRACT 37043	3464	37043		2,496.00	33,758.07
11/20/14	11/20	A66685	CHK: 101792	12590	SAN ANTONIO STOCK SHOW &	3116	11/20/14		2,500.00	36,258.07
			=====	NOVEMBER ACTIVITY	DB:	13,192.26	CR:	0.00	13,192.26	
1/01/15	1/09	A68071	CHK: 102271	12723	ADVERTISING	0668	244974		470.25	36,728.32
1/28/15	2/06	A68920	CHK: 102517	12782	ADVERTISING	2256	245955		1,656.18	38,384.50
1/29/15	2/06	A68892	CHK: 102519	12782	ADVERTISING	0926	015-23202		3,235.75	41,620.25
			=====	JANUARY ACTIVITY	DB:	5,362.18	CR:	0.00	5,362.18	
2/28/15	3/20	A70067	CHK: 102831	12875	DISCOVER MAGAZINE	0071	022815		3,360.00	44,980.25
			=====	FEBRUARY ACTIVITY	DB:	3,360.00	CR:	0.00	3,360.00	
			=====	ACCOUNT TOTAL	DB:	44,980.25	CR:	0.00		

7-811.503	ELECTRICAL LINE EXPENSE									
	B E G I N N I N G B A L A N C E									0.00

7-811.504	SIGNAGE & BANNERS									
	B E G I N N I N G B A L A N C E									0.00
10/21/14	10/24	A65830	CHK: 101526	12515	BILL BOARD ADVERTISING	2532	64984		625.00	625.00
			=====	OCTOBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
11/20/14	12/05	A67047	CHK: 101952	12599	OUTDOOR ADVERTISING	2532	64985		625.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	625.00	CR:	0.00	625.00	
12/01/14	12/11	A67359	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5651		600.00	1,850.00
12/01/14	12/11	A67360	CHK: 102036	12640	GILBREATH AND COMPANY	3341	5860		600.00	2,450.00
12/03/14	1/02	A67925	CHK: 102171	12675	GILBREATH AND COMPANY	3341	FC65		8.88	2,458.88
12/18/14	1/02	A67912	CHK: 102186	12675	JOHN GANNON, INC.	2532	64986		625.00	3,083.88
			=====	DECEMBER ACTIVITY	DB:	1,833.88	CR:	0.00	1,833.88	
1/01/15	1/09	A68139	CHK: 102231	12723	BILLBOARD ADVERTISING	3341	5907		600.00	3,683.88
1/20/15	1/23	A68578	CHK: 102380	12746	BILLBOARD ADVERTISING	2532	64987		625.00	4,308.88
			=====	JANUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
2/01/15	2/06	A68949	CHK: 102486	12782	ADVERTISING BILLBOARD	3341	5959		600.00	4,908.88
2/19/15	2/26	A69499	CHK: 102641	12827	BILLBOARD ADVERTISING	2532	64988		625.00	5,533.88
			=====	FEBRUARY ACTIVITY	DB:	1,225.00	CR:	0.00	1,225.00	
3/01/15	3/27	A70458	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6011		1,350.00	6,883.88

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
3/01/15	3/27	A70459	CHK: 102911	12906	OUTDOOR ADVERTISING	3341	6012		600.00	7,483.88
3/19/15	3/27	A70447	CHK: 102917	12906	OUTDOOR ADVERTISING	2532	64989		625.00	8,108.88
			=====	MARCH ACTIVITY	DB:	2,575.00	CR:	0.00	2,575.00	
4/01/15	4/02	A70639	CHK: 102969	12925	OUTDOOR ADVERTISING	3341	6068		272.61	8,381.49
			=====	APRIL ACTIVITY	DB:	272.61	CR:	0.00	272.61	
			=====	ACCOUNT TOTAL	DB:	8,381.49	CR:	0.00		

7-811.519 PROMOTIONAL ITEMS

BEGINNING BALANCE 0.00

11/20/14	11/20	A66690	CHK: 101775	12590	100 IMMORTAL 32 MEDALS	3310	11/20/2014		1,250.00	1,250.00
			=====	NOVEMBER ACTIVITY	DB:	1,250.00	CR:	0.00	1,250.00	
12/09/14	1/16	A68250	CHK: 000000	12654	FLAGS IMPORTER	2931	15-58662		1,153.63	2,403.63
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892		1,153.00CR	1,250.63
			=====	DECEMBER ACTIVITY	DB:	1,153.63	CR:	1,153.00CR	0.63	
2/17/15	2/17	A69030	CHK: 102593	12813	Wood Signage	2955	307091		1,532.88	2,783.51
2/17/15	2/17	A69030	CHK: 102593	12813	Wood Signage	2955	307091		2,956.23	5,739.74
			=====	FEBRUARY ACTIVITY	DB:	4,489.11	CR:	0.00	4,489.11	
			=====	ACCOUNT TOTAL	DB:	6,892.74	CR:	1,153.00CR		

7-811.520 MARKETING AND PROMOTIONS

BEGINNING BALANCE 0.00

10/01/14	10/02	A65235	CHK: 101363	12432	MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479	12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
			=====	OCTOBER ACTIVITY	DB:	1,802.22	CR:	0.00	1,802.22	
11/01/14	11/20	A66692	CHK: 101770	12590	ADVERTISING	3341	5776		600.00	2,402.22
11/21/14	12/05	A67049	CHK: 101969	12599	COG VISITORS GUIDE	2819	11418		1,952.87	4,355.09
			=====	NOVEMBER ACTIVITY	DB:	2,552.87	CR:	0.00	2,552.87	
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50	6,012.59
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892		1,153.00	7,165.59
			=====	DECEMBER ACTIVITY	DB:	2,810.50	CR:	0.00	2,810.50	
2/23/15	2/26	A69434	CHK: 102654	12827	BROCHURE DRIVING TOUR	0230	139101A		384.99	7,550.58
			=====	FEBRUARY ACTIVITY	DB:	384.99	CR:	0.00	384.99	
3/02/15	3/11	A69883	CHK: 102775	12869	PERSONAL IMPRESSIONS	2819	11703		1,952.87	9,503.45
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 10/2014		JE# 012957		1,657.50CR	7,845.95
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 12/2014		JE# 012957		1,657.50CR	6,188.45
			=====	MARCH ACTIVITY	DB:	1,952.87	CR:	3,315.00CR	1,362.13CR	
			=====	ACCOUNT TOTAL	DB:	9,503.45	CR:	3,315.00CR		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.521 SPECIAL PROJECTS

BEGINNING BALANCE 0.00

10/01/14	10/31	A66053	CHK: 101576	12534	3RD QTR 2014	2899	3RD QTR 2014		3,237.37	3,237.37
			=====		OCTOBER ACTIVITY DB:	3,237.37	CR:	0.00	3,237.37	
11/07/14	11/07	A66150	CHK: 101652	12559	PROMOTION OF FESTIVAL AD 0041		REIMBURSE		5,000.00	8,237.37
			=====		NOVEMBER ACTIVITY DB:	5,000.00	CR:	0.00	5,000.00	
12/01/14	12/11	A67349	CHK: 102069	12640	MARKETING SERVICES	2895	1121		1,657.50	9,894.87
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831		1,657.50CR	8,237.37
12/31/14	1/16	A68369	CHK: 102311	12729	3RD QTR 2014	2899	4TH QTR 2014		1,913.23	10,150.60
			=====		DECEMBER ACTIVITY DB:	3,570.73	CR:	1,657.50CR	1,913.23	
1/08/15	1/09	A68121	CHK: 102245	12723	REIMBURSEMENT FOR BROCHU 2956		REIMBURSE 1/8/15		1,500.00	11,650.60
1/12/15	1/09	A68118	CHK: 102262	12723	LORETTA SHIRLEY DBA ROCK 2895		1126		1,657.50	13,308.10
1/30/15	1/30	A68742	CHK: 102452	12771	ADVERTISING FOR RUSTED G 3043		013015DH		2,000.00	15,308.10
			=====		JANUARY ACTIVITY DB:	5,157.50	CR:	0.00	5,157.50	
2/04/15	2/06	A68929	CHK: 102475	12782	ALL BREED CATTLE SALE 2719		020415		2,500.00	17,808.10
			=====		FEBRUARY ACTIVITY DB:	2,500.00	CR:	0.00	2,500.00	
3/18/15	3/18	B23808		04909	LORETTA SHIRLEY 01/2015		JE# 012957		1,657.50CR	16,150.60
			=====		MARCH ACTIVITY DB:	0.00	CR:	1,657.50CR	1,657.50CR	
			=====		ACCOUNT TOTAL DB:	19,465.60	CR:	3,315.00CR		

7-811.522 EVENTS

BEGINNING BALANCE 0.00

2/12/15	3/05	A69691	CHK: 102697	12846	TENT FOR TEXAS INDEPENDENCE 1726		021215		2,892.00	2,892.00
			=====		FEBRUARY ACTIVITY DB:	2,892.00	CR:	0.00	2,892.00	
			=====		ACCOUNT TOTAL DB:	2,892.00	CR:	0.00		

7-811.524 GONZALES CO. JAIL MUSEUM

BEGINNING BALANCE 0.00

7-811.525 HISTORIC PRESERVATION

BEGINNING BALANCE 0.00

7-811.526 MEMORIAL MUSEUM

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
B E G I N N I N G B A L A N C E										
										0.00

7-811.527	EGGLESTON HOUSE									
B E G I N N I N G B A L A N C E										
										0.00
10/01/14	10/17	A65588	CHK: 101458	12479	SINGLE FAUCET	0219	00661320		35.99	35.99
			=====		OCTOBER ACTIVITY	DB:	35.99	CR: 0.00	35.99	
			=====		ACCOUNT TOTAL	DB:	35.99	CR: 0.00		

7-811.528	JB WELLS HOUSE									
B E G I N N I N G B A L A N C E										
										0.00
12/31/14	2/19	A69188	CHK: 102562	12802	1ST QTR 2015 PAYMENT	1130	1ST QTR 2015		1,232.18	1,232.18
			=====		DECEMBER ACTIVITY	DB:	1,232.18	CR: 0.00	1,232.18	
			=====		ACCOUNT TOTAL	DB:	1,232.18	CR: 0.00		

7-811.529	RIVERSIDE MUSEUM									
B E G I N N I N G B A L A N C E										
										0.00
10/11/14	10/24	A65821	CHK: 101520	12515	RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27
10/22/14	12/05	A66973	CHK: 101962	12599	COVER, SWITCH BOX, COUPL	0294	5812845		247.95	315.22
			=====		OCTOBER ACTIVITY	DB:	315.22	CR: 0.00	315.22	
11/11/14	12/05	A67028	CHK: 101947	12599	RIVERSIDE & POLICE DEPT.	1816	11/11/14 RIVER, PD		53.20	368.42
			=====		NOVEMBER ACTIVITY	DB:	53.20	CR: 0.00	53.20	
12/05/14	12/19	A67560	CHK: 102142	12661	JOHN D. SCHMIDT	1729	012680		3.50	371.92
12/11/14	12/19	A67575	CHK: 102119	12661	RIVERSIDE & PD FAX	1816	12/11/14 RIVERSIDE		67.23	439.15
			=====		DECEMBER ACTIVITY	DB:	70.73	CR: 0.00	70.73	
1/09/15	2/19	A69168	CHK: 102592	12802	ANNUAL RENEWAL	0565	01/09/2015		308.00	747.15
1/11/15	1/23	A68570	CHK: 102378	12746	RIVERSIDE BILLING	1816	01/11/15 RIVERSIDE		67.28	814.43
			=====		JANUARY ACTIVITY	DB:	375.28	CR: 0.00	375.28	
2/11/15	2/26	A69482	CHK: 102639	12827	RIVERSIDE & PD FAX	1816	02/11/15 RIVERSIDE		67.27	881.70
			=====		FEBRUARY ACTIVITY	DB:	67.27	CR: 0.00	67.27	
3/10/15	3/20	A70095	CHK: 102825	12875	DBL STRIP	0219	00669707		2.29	883.99
3/11/15	3/20	A70165	CHK: 102834	12875	RIVERSIDE & PD PHONE	1816	03/11/15 RIVERSIDE		67.28	951.27
			=====		MARCH ACTIVITY	DB:	69.57	CR: 0.00	69.57	
			=====		ACCOUNT TOTAL	DB:	951.27	CR: 0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET-----DESCRIPTION----- VEND INV/JE # NOTE -----AMOUNT----- -----BALANCE-----

7-811.530 EXPO CENTER

BEGINNING BALANCE 0.00

1/15/15 1/30 A68709 CHK: 102457 12771 PROJECT 15-0101 1103 15-0101-1 20,558.19 20,558.19
1/15/15 2/06 A68932 CHK: 102488 12782 REVENUE CERTIFICATES 2729 011515-78 21.00 20,579.19
1/22/15 2/06 A68934 CHK: 102488 12782 REVENUE CERTIFICATE 2729 012215-71 62.16 20,641.35
1/29/15 2/06 A68935 CHK: 102488 12782 REVENUE CERTIFICATE 2729 012915-81 62.16 20,703.51

----- JANUARY ACTIVITY DB: 20,703.51 CR: 0.00 20,703.51

2/ 2/15 2/26 A69472 CHK: 102667 12827 JB WELLS PARK-NEW EXPO C 1103 15-0101-2 46,526.43 67,229.94
2/27/15 2/27 C23656 RCPT 00728614 06692 TSG ARCCHITECTWS 2/27/15 10,279.10CR 56,950.84

----- FEBRUARY ACTIVITY DB: 46,526.43 CR: 10,279.10CR 36,247.33

3/03/15 3/11 A69851 CHK: 102788 12869 JB WELLS PARK EXPO CENTE 1103 15-0101-3 30,837.29 87,788.13

----- MARCH ACTIVITY DB: 30,837.29 CR: 0.00 30,837.29

----- ACCOUNT TOTAL DB: 98,067.23 CR: 10,279.10CR

7-811.610 OFFICE FURNITURE & EQPT

BEGINNING BALANCE 0.00

000 ERRORS IN THIS REPORT!

** REPORT TOTALS ** --- DEBITS --- --- CREDITS ---
BEGINNING BALANCES: 0.00 0.00
REPORTED ACTIVITY: 233,996.47 18,062.10CR
ENDING BALANCES: 233,996.47 18,062.10CR
TOTAL FUND ENDING BALANCE: 215,934.37