

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, December 11, 2014

City Hall, 820 St. Joseph

12:00 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:13 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Dawn O'Donnell; **Members absent:** Alison Guerra Rodriguez, Meena Patel, Paul Frenzel, Brandy Eggar; **Ex officio present:** Barbara Friedrich of Main Street; **Ex officio absent:** Daisy Scheske of the Chamber of Commerce; **Staff Present:** Tim Patek, Parks and Recreation and Liaison, Marketing Consultant, Loretta Shirley; **City Officials:** Mayor Robert Logan; **Guests:** James McMains and Doug Phelan.

2. In public comments, Mr. Doug Phelan, owner of the Templin Saloon, offered the information that the Porsche Car Club would be coming to town on January 17, 2015. Between 30-45 cars will be coming to town each with 2 or more occupants. He requested that the Committee consider planning a visitor package for the attendees to encourage overnight stay.

3. Minutes of the December 11, 2014 meeting were reviewed. With a motion by Dawn O'Donnell and a second by Ken Morrow, the minutes were approved as presented.

4. A review of the Brochure Action plan was presented. The Brochure and Rack Card distribution report offered current statistics and some measurement of response. It was noted that the Texas Travel Information Centers will again accept our brochures and rack cards for public distribution in the major Texas Highway Centers.

5. The marketing records were provided. In the course of discussion, it was concluded that our advertising seems to be reaching more numbers of people. Several people who came for the Historic Home Tour indicated that they came because they read of the tour in the Texas Highways magazine. Others had seen the TV AD in the Victoria area. Chris Kappmeyer added that he had retrieved information from HHA tour visitors to his property, the Gonzales Mansion, as follows:

a (unscientific) random sampling: 15% of the home tour visitors were local; 20% were from San Antonio, 25% were from Austin; 15% were from New Braunfels (added: 25% would be "other" – with some coming from Seguin, Flatonia, Houston, Georgia, and Victoria.) He also noted that he learned that 20% had come to a previous year's tour.

In the discussion, Chris suggested that we consider allocating funds for intake of information next year. Retrieving information that would measure where visitors come from would serve us well in how our marketing is performing or where it needs to be adjusted. He also suggested that we form a Task Force to study what we need to do to support the Historic Homes Tour. Ann Covert commented that she would like to see more cooperative efforts.

6. Discussion of procedures for comments. The Chairman stated that we do not have a policy or procedure on process to handle positive or negative comments that relate to actions or non-actions of the Tourism Committee. It is a concern that some of these comments appropriately should be filtered thru the Executive Committee or Staff. This agenda item was deemed worthy of a review for a proposal. This will be an agenda item for the January meeting.

7. A report on upcoming events included discussion of all of the successful Christmas events that entertained a large crowd of people.

8. Members were asked to review the financials over the holidays and offer any questions or suggestions in the January meeting.

9. Report from Committee Members and Staff. 1) Tim Patek told of the 350 children that showed up at Pioneer Village for a tour. 2) The Chairman thanked James McMains and Doug Phelan for bringing warm Pizza from the St. Paul Pizzeria for lunch. 3) Following discussion, it was suggested that we develop a packet for the guests who are coming to town for the Porsche Car Club event in January. 4) Ken Morrow expressed concern regarding the proposed convention (Expo) center. He suggested that we recommend that the city promote and sell space long before it is finished. The intent being that it would be busy with activities from the time it opened. Following discussion, it was suggested that the committee address this issue in its next regular meeting.

10. The next meeting of the Committee is scheduled for January 8, 2015 at 12:30 p.m.

11. With no other business to come before the committee, Dawn O'Donnell moved that the meeting be adjourned, with a second by Ken Morrow, and a unanimous vote, the meeting adjourned at 12:49 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 12/11/2014.

1. Brochure/Rack Card Distribution in (to 12/14/14) (Shirley)
2. Texas Travel Information Centers (Shirley)
3. Marketing Schedule with Updates (Shirley)
4. Financials – to November, 2014 (City Finance Department)

Ann W. Covert, Secretary