

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, February 12, 2015

City Hall, 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 12:30 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel; **Members absent:** Alison Guerra Rodriguez, Meena Patel, Brandy Eggar; **Ex officio present:** Daisy Scheske of the Chamber of Commerce; **Ex officio absent:** Barbara Friedrich of Main Street; **Staff present:** Tim Patek, Liaison-Parks and Recreation, Loretta Shirley, Marketing Consultant; **City Official :** Allan Barnes, City Manager; **Guests:** Mike Hanson, Britney Caka, Bo Davis.

2. In Public comments:)1 Mike Hanson expressed concern on the "Gate Way to Gonzales" – He commented that from Highway 90 A to the Gonzales Independence Park on 1 Highway 183 was not appealing and has observed that many travelers just go on by. He suggested that the area be opened so we can see the river from 183. He noted that when it was a dirt road that it was more inviting. He suggested that the name "Water Street" be renamed to a name more interesting. He ask us to help make Highway 183 more appealing. 2) Britney Caka said that she was here to answer any questions about the request by "Come and Take It". 3) Bo Davis said that he was here to answer any questions of his request for DVS.

3. The Minutes of the January 8 meeting were approved with one omission added which was Ann Covert was appointed Parliamentarian for the Committee.

4. A request by the "Come and Take It" Committee for \$20,000.00. Discussion was had with regards to the big bands that the Committee wants to invite for live music at the Festival. A partial list included Blue Grass, Johnny Lee, Kevin Fowler. It was noted that the CTI Committee would like to have a band that has a following. It was also noted that the CTI Committee would like to have magicians and other entertainment for families. Tourism committee member O'Donnell asked to have figures provided on attendance and marketing so that we will have something to build on. She also asked if this request would include advertising or would that be another request. The answer was that it did not include advertising and that CTI would be back to ask for that. **Action:** Motion was made by Chris Kappmeyer to recommend funding the plan. With a second by Dawn O'Donnell, the committee voted 6-0 to recommend this project to Council for funding in the amount of \$20,000.

5. A request by DVS Productions for \$5,000.00 for advertising the Bull riding event. Discussion was had with regards to the continued growth of this event. It attracts over 3000 and uses a number of hotel rooms for at least two nights. **Action:** Motion was made by Ken Morrow to recommend funding the plan. With a second by Paul Frenzel, the committee voted 6-0 to recommend this project to Council for funding in the amount of \$5,000.00.

6. This request was withdrawn – no consideration

7. A proposal for marketing bags was presented. Approval was given to order 10,000 12" x 15" plastic bags @.22 cents each. The bags will be used to contain paper marketing items for visitors to pick up.

8. The Billboard on I-10 was considered. A picture of the billboard was presented to show that our message on a low board would show better if it were removed to the top board. That space is available. To move to the upper board would cost an additional \$75.00 annually over what we pay now (\$600.00). Events placed on the board were discussed and costs were presented. Cost would be \$1100.00 monthly if we had the upper and lower boards. Discussion was had as to the possibility of obtaining both sides. Ken Morrow made a motion to have Loretta Shirley negotiate with the Billboard company to execute the Committee's request. With a second by Dawn O'Donnell, members voted 6-0 to have Loretta purchase both sides and report back to the committee.

9. Advertising in the several Child Summer Fun Map magazines was discussed. Discussion was had as to whether this met our marketing criteria and as to whether we had programs for children that would benefit the Magazine readers. Proposal was not considered.

10. Report on status of marketing: Loretta shared the Marketing Report – the Summer Triple AAA magazine will have our ad in the March 11 publication. Some Google interest ads are to start in April. Plans for the lunch and learn were discussed where Tax staff from the Texas Hotel Lodging Association will explain the HOT tax. The Getaway weekends and incentives were discussed. The multi page article in the February Texas Farm and Home magazine that showcased Gonzales was discussed.

11. Report on Upcoming Events. This Item 12 was moved to be Item 11 and Item 11 was moved to be in Item 14:

February 20, Open House at the Dilworth Inn and Suites

February 28, Laying of Memorial Wreath at Immortal Monument 10:00 a.m.

March 1, "Song of Susanna" performed by the Shakespeare Ninjas team of the Crystal

Theater in the Amphitheater at the Memorial Museum 2:00 p.m.

March 1, Memorial Service at the Immortal Monument-Memorial Museum 10 a.m.

March 6, "Cowboy" Breakfast – moved to JB Wells Park this year

12. This item 13 moved to be item 12. Financials were reviewed and the Chairman asked the committee to look over and bring any questions to next meeting.

13. This item moved 14 to be Item 13. Report from Committee Members and Staff.

The Chairman recognized Gonzales City Manager Allan Barnes for updates regarding the plans for the Expo Center (hereafter referred as Center). He stated that the Center was 50% planned. The plans are anticipated to be finished in March and out for construction bids in mid March, hopefully March 19. Anticipated start date is April 1 with a probable 8 months before completion. He noted that there will be 420 to 440 parking spaces; that the soil is better than expected and that 30 ft piers will be placed in the ground for foundation. In May we should have color schematic. He said that \$225,000. to \$250,000. will be allocated toward the costs as an annual payment from the Hotel Motel tax revenue.

With regard to Item 11: Mr. Barnes reviewed the statement offered by O'Donnell and Morrow and asked the Committee to delay in any such initiative. He said that Ann Dollery, Secretary of the Jr. Rodeo has been approached with the possibility of helping find events for scheduling in the Center. She has experience in such and shows interest in same. She would have the responsibility for managing both the Arena and the Center and could include prebooking for the Center. Negotiations are ongoing with her in the matter. In the process such events that could be attracted to the Center are possibly Main Street Conferences, Country Peddler shows, Antique shows, oil company's employee training, and the like.

After further discussion the Committee directed Chairman Crozier to discuss the issue of our interest in presale of space in the Center with the City Manager and will report in the March meeting.

The Next regular meeting will be March 12 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Paul Frenzel and a second by Chris Kappmeyer, the meeting was adjourned at 1:45 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 2/12/2015.

1. Application from the Come and Take It Committee (Scheske)
2. Application from DVS Productions (Davis)

3. Photo of Billboard on I-10 (Shirley)
4. Marketing Schedule with updates (Shirley)
5. Proposed statement to City Council (Committee)
6. Financials -to January, 2015 (City Finance Department)
7. Reprint copy of article featuring Gonzales in Farm & Home Magazine
8. Invitation to February 20 Lunch & Learn (Shirley)

Ann Covert, CPM, Secretary