

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, March 10, 2016

City Hall at, 820 St. Joseph

12:30 p.m.

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30 p.m. A quorum was declared present.

Members present: Barbara Crozier, Ann Covert, Chris Kappmeyer, Dawn O'Donnell, Paul Frenzel;

Members absent: Alison Guerra Rodriguez, Meena Patel, Ken Morrow **Ex officio present:** Daisy

Scheske, Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Genora Young, GEDC,

Jesse Holt, Marketing Consultant ; **City Officials present:** Mayor Bobby Logan, **Guests:** Doug Phelan,

Templin Saloon, Mike Stroup of Texas Independent Song Writers Association, Dustin Bosquez, Manager,

Templin Saloon, Lisa Brown, Main Street, Egon Barthels, Main Street, and Bo Davis of DVS.

Public Comments

Time for public comments included comments from Egon Barthels on behalf of Main Street Concert Series and Star Spangled Spectacular, sponsors of the Independent Song Writers, Templin Saloon regarding their plans for an expanded program of the Song Writers gathering in Gonzales, and Bo Davis requesting same funding for PBR.

1. Approval of Minutes: The minutes of January meeting were approved with correction that the Ghost Tour would be in the Fall not in the Spring. as presented.

Action Items:

2. Discuss and Consider application for funding from Gonzales Main Street. Representatives reported that the music event that funds are requested for has grown and gotten more popularity. They request \$10,000. For expanded publicity that will include radio, print and TV in Victoria, Texas. Chris asked if there was any advertising in Austin and the representative said no that was not being considered because of expense. Asked who they would be advertising for, the response was that only the J. Perez band has been booked to date. Asked if they had any records on rooms occupied by any of the group and the answer indicated that that was not clear. The Committee was informed that they will plan to use surveys at the concerts, and hotels and the 4th of July event to collect data on how many people spend overnight. Dawn O'Donnell moved that we recommend to Council that they fund \$10,000.as requested; with a second from Chris Kappmeyer, the members voted unanimously to move to Council.

3. Discuss and Consider application for funding from DVS Productions. The Committee has recommended funding of this group for 5 years. DVS requested \$5,000.00 for advertising. Stock Contractors stay in the Holiday Inn and Sleep Inn. These hotels help sponsor the event and comp several rooms. Daisy of the Visitor Center reported that the group brings in people from all over – Nebraska, Kansas, local. It was also reported that 50% of the attendees were local and others made up the attendance of approximately 2-3 thousand each year. The Committee asked for more concrete information on rooms used in a post report. Ann reminded the group that it is our duty to promote all of the hotels and they agreed to do so. Chris Kappmeyer moved that we recommend to Council that they fund \$5,000. as requested; with a second from Paul Frenzel, the members voted unanimously to move to Council.

4. Discuss and Consider application for funding from Texas Independence Songwriter Festival. This will be our first year to support this first time event. They request \$2,499. for entertainment and sound production for the event for March 5, 6, 7, 2016. It is from the success of last year's pilot plan that they project this year at a higher attendance event. There will be an admission charge, Sunday will have a Brunch and gospel group. The committee asked about attendance and they project use of social media that indicate 400 to 1,000 looks a day, Face Book will pick up some interest and the artists have their own fans that will attend. Asked how they would publicize all hotels in the advertising, they responded that they are hoping for help from the Chamber of Commerce. After discussion regarding adding a link to Tour Gonzales.com and putting the schedule on new events from the Chamber that interest would be enlarged. Ann Covert moved that we fund the request in the amount of \$2,499. a second by Dawn O'Donnell, the members voted unanimously to fund the request.

At this time Mike Stroup asked to leave the meeting but wanted to interject " I have been to many Committee and Board meetings and this to me is the most professional organization I have attended in many years". He was thanked for his compliment and told that he as a visitor did not have to leave the meeting. He was appreciative but chose to leave.

5. Discuss and Consider Bar-Z – Jesse is concerned that we are not getting value for our investment in this Company that handles our app and web site. She recommends that we look at Saffire for this use and offered samples of the work on her I-Pad. The contract is up with Bar-Z at the end of April, 2016. She indicated that we need the bells and whistles that Saffire can offer the needs of visitor information. The contract with Bar-Z is \$10,000. To change to Saffire the amount would be \$14,200 for the first year; given that we have \$10,000 for this contract, Saffire will charge \$10,000 for the first year then split the charge of \$4,200 (initial fee) each month for two years or, \$6,300. Then the annual fee would be \$6,200. This would include the App. Without the App, the fee will drop to \$4,000 a year. Discussion was had as to the viability of Apps since they seem to be fading away to Websites. Our new marketing will include billboards and a theme of "Gonzales – Google It" where in we will have an inclusive website. Ann moved to not renew Bar-Z's contract with a second by Dawn. Wherein Chris asked to amend the motion that it be contingent upon City Manager's determination if this should be recommended to City Council

for their approval to cancel the contract. Ann agreed to the amendment and it was voted on. The amendment passed unanimously and the motion passed unanimously.

6. Discuss and Consider Lunch and Learn. The event is set for February 19th at Riverside. Café on the Square will cater lunch. Genora will speak regarding economic development with tourism as a component. She will discuss jobs in Tourism and the dollars and cents in tourism. She will discuss some events to show how they impact the local economy. Volunteers will be requested to help with the Songwriter Festival and the Ghosts Tour.
7. Discuss and Consider recommending that City Council approve referring to the Tourism Committee by its formal designation as the Gonzales Convention and Visitors Bureau. In referring to ourselves, the new title will be indicative of a professional organization in line with the responsibilities we undertake. With a motion from Ann and a second by Chris, the members voted unanimously to have this taken to the City Council for their acknowledgement.
8. Discuss and Consider LED Billboard outside of Waco and contracts. The emphasis being on Publicity, this board is just outside Jarrel, Texas, at the Rocking S super store, just before getting on the toll road going south. The board can be changed any time, any time of the day. Each spot gets 8 seconds, reaching 65,000 people a day. One spot would be \$1200.00 and 2 spots would be \$1900. a month. With a motion from Chris and a second by Dawn, the committee voted unanimously to purchase the 2 spot contract.
9. Discuss and Consider Victoria College Billboard Artwork. After discussion and differing opinions from the members regarding color, size of letters, etc. the task of art work was sent back to the design team.
10. Report on membership and training. – It was noted that the Chamber is a member of TACVB – Texas Association of Convention and Visitors Bureau; the city membership in TTIA – Texas Travel Industry Association will need to be changed to Destination Marketing Organization to place us on a distinguished list for notifications of events we might want to be involved in.
11. Deferred to next meeting
12. Deferred to next meeting.

With a motion by Ann and a second by Paul Frenzel, the meeting adjourned at 2:15

Items on Agenda not included here but made a part of the Minutes.

1. Calendar of Events
2. Financial Reports
3. Unfinished business: Kiosks, GVT advertisement, work with the Alamo, Promo ideas

Ann Covert, Secretary