

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, January 15, 2014
City Hall at 12:30 P.M.

MINUTES

1. Call to Order, Certification of Quorum.

Chair Richard Tiller called the meeting to order at 12:30 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Meena Patel, Barbara Friedrich, Daisy Scheske and Tim Patek. Alison Rodriguez was absent. Marketing consultant Loretta Shirley and Mayor Robert A. Logan were also present.

2. Public/Citizens Comments.

Ann Covert announced that the Spade and Trowel Garden Club has agreed to spend funds to light Courthouse Square.

3. Discuss and Approve minutes of November 14 and December 12, 2013.

Richard Tiller left the meeting at 12:35. Vice President Crozier presided over the meeting.
Following discussion, Paul Frenzel moved to approve the minutes of November 14 with the correction that Mayor Robert A. Logan was present and to approve the minutes of December 12, 2013. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider Billboards.

Loretta Shirley presented a proposal of cost of billboards. This campaign will include a series of three billboards in the Houston or San Antonio area toward Gonzales. All locations will be leased on a 12 month term.

Following discussion, Ken Morrow moved to approve to recommend to City Council to fund up to \$50,000.00 for a billboard campaign. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider GCHC-GC Jail Museum THMD Information Center request for funding.

This item was tabled at the November meeting for further information about the project. Glenda Gordon of Gonzales County Historical commission presented the requested information to the committee.

Following discussion, Anne Covert moved to recommend to City Council to fund up to \$5,000.00 to GCHC-GC Jail Museum THMD for placing THMD signage at Riverside Community Center, Gonzales Memorial Museum, and Eggleston House. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

6. Discuss and Consider advertising in True West Magazine.

Loretta Shirley reported that True West Magazine wanted to do a feature story in their magazine in the October issue. If the City did not advertise, they would not give a full feature in this issue.

Following discussion, Meena Patel moved to recommend to City Council to fund advertising in True West Magazine. Anne Covert seconded the motion. The motion prevailed by unanimous vote.

7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.

Loretta Shirley presented the Marketing Report to the Committee. She stated that we would need to order the Gonzales Brochure and requested that the brochure committee meet to go over the brochure for changes. Loretta spoke of a Fam Tour in Gonzales. The committee would have to provide a meal and rooms. She reported that the google ad campaign had over 1,000 direct clicks.

8. Report on Upcoming Events.

Lions Club Marti Gras
Gonzales Chamber of Commerce Banquet
Crystal Theater Valentines Weekend

9. Financial Report.

Financial Report was reviewed.

10. Report from Committee Members and Staff.

Will check back next year with the San Antonio Stock Show as to advertising.
Bo Davis will be coming to Tourism Committee for funding for PBR.
Appointment/Reappointment of Committee Members will be on March agenda.

11. Next regular meeting will be February 13, 2014 at 12:30 p.m.

12. Adjourn.

No further matters were discussed. Meeting was adjourned by motion by Meena Patel and seconded by Paul Frenzel.



Barbara Friedrich, Recording Secretary