

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, January 8 , 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:** Barbara Friedrich of Main Street, Daisy Scheske of the Chamber of Commerce; **Staff Present:** Tim Patek, Liaison - Parks and Recreation, Loretta Shirley, Marketing Consultant; **City Officials:** Mayor Robert Logan; **Guest:** Richard Green.

2. There were no public comments.

3. The Minutes of the December meeting were approved as presented.

4. Discussion was had as to the issue raised in the December meeting regarding response to any comments from the public regarding actions of the Committee. A procedural document will be drafted for consideration.

5. The marketing records were provided. Discussion was had as to the process for booking tours and a process for discounts for shopping and spending more time in Gonzales. The Chairman appointed a committee to research and propose a marketing package that will include coupons and items of interest. **Action:** Committee appointed to bring proposal: Daisy Scheske, Ken Morrow, Barbara Friedrich, Loretta Shirley and Chris Kappmeyer.

6. Report on upcoming events included interest in early advertising for the Historical Reenactment set for 2016. Dutch Oven Cook Off will be held in April. Texas Independence Relay will be held March 27 starting at the Gonzales Memorial Museum. The Annual Chamber of Commerce Banquet is set for January 30. The next Lunch and Learn is set for February 20 where we will host officials of the Texas Lodging Association for the program on the Hotel-Motel tax laws and information. We were encouraged to help get people out for this meeting.

7. The Financial Report was reviewed.

8. a) The Expo Center – In the January Council meeting, the Conference Center was approved by City Council. Construction of a 21,000 sq. ft. facility is scheduled to begin in 2015. This Committee has interest in its success and discussion was had as to a feasibility study, and a possible events- presale program. The Chairman asked for a task force to create a statement for consideration by the committee. The statement's intent would be to encourage City Council to investigate the need for a feasibility study and the hiring of a professional sales person to presale the space before completion. **Action:** Task Force appointed to create a statement and report back to Committee. Dawn O'Donnell, Ken Morrow.

b) Discussion was had with regard to the relationship between this Committee and the Visitor's Center.

9. The next regular meeting is scheduled for February 12, 2015 at 12:30 p.m.

10. There was no other business to come before the Committee. With a motion by Dawn O'Donnell and a second by Chris Kappmeyer the meeting adjourned at 1:40 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 1/8/2015.

1. Marketing Schedule with Updates (Shirley)
2. Financials – to December, 2014 (City Finance Department)
3. Letter to Clint Hille

Ann W. Covert, CPM, Secretary