

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, January 8, 2015
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of December 11, 2014.
4. Discuss and Consider procedures for comments.
5. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
6. Report on Upcoming Events.
7. Financial Report.
8. Report from Committee Members and Staff.
9. Next regular meeting will be February 12, 2015 at 12:30 p.m.
10. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 5th day of January 2015 at 11:55 a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.



Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

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

THE GONZALES TOURISM ADVISORY COMMITTEE
820 St. Joseph
Gonzales, Texas 78629

January 3, 2015

Mr. Clint Hille
222 St. Paul
Gonzales, Texas 78629

Clint,

In our last month's meeting of the Tourism Committee, the Chairman, Barbara Crozier, recognized the commitment of Richard Tiller as serving notably as our Chairman for over five years.

For the Tourism Advisory Committee, I write to extend our sympathy in the loss of Richard. And, we recognize, with appreciation, the service of Richard to the Gonzales Tourism Advisory Committee.

Therefore; It is RESOLVED that, The Tourism Advisory Committee as a whole, posthumously recognizes and thanks Richard for his outstanding leadership role as the former Chairman of the Committee.

Best regards,

Ann W. Covert,
Secretary, Gonzales Tourism Advisory Committee

1. Marketing Schedule –

- a. Fall/Winter Schedule Complete, spring schedule starts with the Texas Events Calendar ad in March

2. Marketing Update

- a. First Lunch and Learn – SUCCESS
- b. Next Lunch and Learn – February 20, 2015, noon, topic – Visitor from Texas Hotel/Motel Assoc
- c. Do we need to schedule time to discuss Winterfest Events and make notes on how we can improve, or do we want to do that at the Lunch and Learn?

3. Smart Phone App Update

- a. Now that we have purchased the additional POIs I am working on changing all the businesses to POIs so they will come up on the map. Then will be adding other POIs including more monuments and markers.

4. App Stats, Web and Social Media Update - December

Tour Gonzales App Stats

New Downloads	47
Active Users	211

Tour Gonzales Website

Pageviews	5,282
New Visitors	1,296

Tour Gonzales Facebook

Likes	296
Post Reach	9,347

5. Other Updates and Info

- a. December Direct leads/brochure requests from ads – 204
- b. Gonzales Memorial Museum December 1-15 2014 Visitors – 701
- c. Gonzales County Jail Museum December 2014 Visitors – 678

RETURN SERVICE REQUESTED

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 HOLD STATEMENTS
 GIVE TO ALLEN

Managing Your Accounts

	Branch Name	Sage Capital Bank
	Phone Number	(830) 672-8585
	Mail Address	P.O. Box 1940 Gonzales, TX 78629
	Online Access	www.sagecapitalbank.com

Summary of Accounts

Account Type	Account Number	Ending Balance
PF INT BEARING	XXXXXXXXX5350	\$831,154.56
Total Current Value		\$831,154.56

PF INT BEARING - XXXXXXXX5350

Account Summary

Date	Description	Amount		Amount
11/29/2014	Beginning Balance	\$787,032.12	Average Ledger Balance	\$791,186.86
	2 Debit(s) this period	\$29,895.42		
	4 Credit(s) this period	\$74,017.86		
12/31/2014	Ending Balance	\$831,154.56		

Other Debits

Date	Description	Amount
12/01/2014	119482549 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$17,492.46
12/19/2014	113284782 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$12,402.96

Deposits

Date	Description	Amount
12/17/2014	DEPOSIT	\$27,200.00
12/22/2014	DEPOSIT	\$8,939.91
12/23/2014	DEPOSIT	\$37,762.42

PF INT BEARING - XXXXXXXX5350 (continued)

Other Credits

Date	Description	Amount
12/03/2014	EARNINGS CREDIT ACCT ANALYSIS NOVEMBER ST	\$115.53

Daily Balances

Date	Amount	Date	Amount	Date	Amount
12/01/2014	\$769,539.66	12/17/2014	\$796,855.19	12/22/2014	\$793,392.14
12/03/2014	\$769,655.19	12/19/2014	\$784,452.23	12/23/2014	\$831,154.56

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date
Total Overdraft Fees	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00

DATE	DESCRIPTION	AMOUNT	BALANCE
12-17-14	DEPOSIT	27,200.00	

DEPOSIT TICKET TOTAL: \$ 27,200.00

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 P. O. BOX 1940
 GONZALES, TX 78629

Sage Capital Bank
 Financial Wisdom. Texas Roots.
 www.sagecapitalbank.com

⑆114913711⑆ ⑆02515350⑆ 009

20141217 \$27,200.00

DATE	DESCRIPTION	AMOUNT	BALANCE
12-17-14	DEPOSIT	8,939.91	

DEPOSIT TICKET TOTAL: \$ 8,939.91

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 P. O. BOX 1940
 GONZALES, TX 78629

Sage Capital Bank
 Financial Wisdom. Texas Roots.
 www.sagecapitalbank.com

⑆114913711⑆ ⑆02515350⑆ 009

20141222 \$8,939.91

DATE	DESCRIPTION	AMOUNT	BALANCE
12-22-14	DEPOSIT	37,762.42	

DEPOSIT TICKET TOTAL: \$ 37,762.42

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 P. O. BOX 1940
 GONZALES, TX 78629

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 www.sagecapitalbank.com

⑆114913711⑆ ⑆02515350⑆ 009

20141223 \$37,762.42

CITY OF GONZALES
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2014

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	73,902.33	200,562.20	29.28	0.00	484,437.80
4-811.801 INTEREST INCOME	1,200.00	115.53	340.70	28.39	0.00	859.30
TOTAL 811-HOTEL/MOTEL	686,200.00	74,017.86	200,902.90	29.28	0.00	485,297.10
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	0.00	0.00	0.00	9,000.00
4-814.501 MUNICIPAL COURT FEES	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	0.00	0.00	0.00	9,000.00
*** TOTAL REVENUES ***	695,200.00	74,017.86	200,902.90	28.90	0.00	494,297.10

FINANCIAL STATEMENT

AS OF: DECEMBER 31ST, 2014

500-RESTRICTED USE FUNDS

811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	2,500.00	0.00	1,217.22	48.69	0.00	1,282.78
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	0.00	1,217.22	48.69	0.00	1,282.78
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	3,000.00	0.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	3,157.50	14.35	0.00	18,842.50
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	3,750.00	25.00	0.00	11,250.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	3,363.00	33.63	0.00	6,637.00
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	5,000.00	5,000.00	50.00	0.00	5,000.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	156.68	3.13	0.00	4,843.32
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	5,000.00	15,462.18	20.62	0.00	59,537.82
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	0.00	36,258.07	21.97	0.00	128,741.93
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	1,833.88	3,083.88	5.14	0.00	56,916.12
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	1,250.00	47.83	4,489.11	6,260.89
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	4,355.09	29.03	0.00	10,644.91
7-811.521 SPECIAL PROJECTS	25,000.00	1,657.50	9,894.87	39.58	0.00	15,105.13
7-811.522 EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	0.00	0.00	0.00	35,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	70.73	439.15	8.78	0.00	4,560.85
7-811.530 EXPO CENTER	100,000.00	0.00	0.00	0.00	0.00	100,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	3,562.11	55,317.05	12.89	4,489.11	404,193.84

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE

		7-811.202	POSTAGE							
			BEGINNING BALANCE							0.00
10/31/14	11/03	B22762	Misc 101415	04654	TO ALLOCATE MONTHLY POSTAGE		JE# 012680		7.26	7.26
			=====		OCTOBER ACTIVITY DB:	7.26	CR:	0.00	7.26	
11/20/14	11/20	A66604	CHK: 101774	12590	3RD QTR 2014 PAYMENT	0041	3RD QTR 2014		1,209.96	1,217.22
			=====		NOVEMBER ACTIVITY DB:	1,209.96	CR:	0.00	1,209.96	
			=====		ACCOUNT TOTAL DB:	1,217.22	CR:	0.00		

		7-811.217	MISCELLANEOUS							
			BEGINNING BALANCE							0.00

		7-811.304	OFFICE EQPT & FURNITURE							
			BEGINNING BALANCE							0.00

		7-811.401	TELEPHONE							
			BEGINNING BALANCE							0.00

		7-811.402	UTILITIES							
			BEGINNING BALANCE							0.00

		7-811.407	TELEPHONE							
			BEGINNING BALANCE							0.00

		7-811.408	MEMBERSHIP DUES							
			BEGINNING BALANCE							0.00
10/01/14	10/10	A65395	CHK: 101423	12460	MEMBERSHIP	2877	100114		35.00	35.00
			=====		OCTOBER ACTIVITY DB:	35.00	CR:	0.00	35.00	
			=====		ACCOUNT TOTAL DB:	35.00	CR:	0.00		

		7-811.409	SUBSCRIPTIONS							
			BEGINNING BALANCE							0.00

		7-811.411	SPECIAL CONTRACTS							

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE -----AMOUNT----- -----BALANCE-----

B E G I N N I N G B A L A N C E 0.00

10/06/14 12/02 A66816 CHK: 000000 12419 MEETING TOMORROW 2931 10/06/2014 1,500.00 1,500.00
 ===== OCTOBER ACTIVITY DB: 1,500.00 CR: 0.00 1,500.00

11/04/14 11/07 A66273 CHK: 101683 12559 LORETTA SHIRLEY DBA ROCK 2895 1116 1,657.50 3,157.50
 ===== NOVEMBER ACTIVITY DB: 1,657.50 CR: 0.00 1,657.50

===== ACCOUNT TOTAL DB: 3,157.50 CR: 0.00

7-811.412 CHAMBER OF COMMERCE

B E G I N N I N G B A L A N C E 0.00

11/20/14 11/20 A66604 CHK: 101774 12590 3RD QTR 2014 PAYMENT 0041 3RD QTR 2014 3,750.00 3,750.00
 ===== NOVEMBER ACTIVITY DB: 3,750.00 CR: 0.00 3,750.00

===== ACCOUNT TOTAL DB: 3,750.00 CR: 0.00

7-811.413 PIONEER VILLAGE

B E G I N N I N G B A L A N C E 0.00

10/01/14 10/31 A66027 CHK: 101577 12534 3RD QTR 2014 1027 3RD QTR 2014 3,363.00 3,363.00
 ===== OCTOBER ACTIVITY DB: 3,363.00 CR: 0.00 3,363.00

===== ACCOUNT TOTAL DB: 3,363.00 CR: 0.00

7-811.414 JB WELLS PARK

B E G I N N I N G B A L A N C E 0.00

7-811.415 MAIN STREET

B E G I N N I N G B A L A N C E 0.00

12/11/14 12/11 A67352 CHK: 102060 12640 ANNUAL FIREWORKS DISPLAY 2992 07/04/2015 5,000.00 5,000.00
 ===== DECEMBER ACTIVITY DB: 5,000.00 CR: 0.00 5,000.00

===== ACCOUNT TOTAL DB: 5,000.00 CR: 0.00

7-811.416 CRYSTAL THEATRE

B E G I N N I N G B A L A N C E 0.00

7-811.417 INSURANCE

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

BEGINNING BALANCE 0.00

7-811.430 TRAVEL & TRAINING

BEGINNING BALANCE 0.00

11/21/14 12/05 A67050 CHK: 101975 12599 REIMBURSEMENT 2895 REIMBURSE 156.68 156.68
NOVEMBER ACTIVITY DB: 156.68 CR: 0.00 156.68
ACCOUNT TOTAL DB: 156.68 CR: 0.00

7-811.502 ADVERTISING

BEGINNING BALANCE 0.00

10/01/14 10/17 A65662 CHK: 101457 12479 GILBREATH OUTDOOR ADVERT 3341 5747 600.00 600.00
10/07/14 10/17 A65619 CHK: 101485 12479 ADVERTISING 0668 242202 5,461.96 6,061.96
10/15/14 11/07 A66282 CHK: 101668 12559 ADVERTISING 3028 94957 6,250.00 12,311.96
10/16/14 11/07 A66275 CHK: 101626 12559 ADVERTISING 2944 20142033 1,250.00 13,561.96
10/18/14 11/07 A66254 CHK: 101690 12559 ADVERTISING 2714 TM68911 9,503.85 23,065.81
OCTOBER ACTIVITY DB: 23,065.81 CR: 0.00 23,065.81
11/01/14 11/20 A66688 CHK: 101799 12590 TEXAS JOURNEY 3255 40008100 5,686.50 28,752.31
11/03/14 12/05 A67070 CHK: 101937 12599 GILBREATH AND COMPANY 3341 FC 53 9.76 28,762.07
11/06/14 11/07 A66299 CHK: 101662 12559 ADVERTISING 3457 120114 2,500.00 31,262.07
11/06/14 11/14 A66540 CHK: 101748 12582 CONTRACT 37043 3464 37043 2,496.00 33,758.07
11/20/14 11/20 A66685 CHK: 101792 12590 SAN ANTONIO STOCK SHOW & 3116 11/20/14 2,500.00 36,258.07
NOVEMBER ACTIVITY DB: 13,192.26 CR: 0.00 13,192.26
ACCOUNT TOTAL DB: 36,258.07 CR: 0.00

7-811.503 ELECTRICAL LINE EXPENSE

BEGINNING BALANCE 0.00

7-811.504 SIGNAGE & BANNERS

BEGINNING BALANCE 0.00

10/21/14 10/24 A65830 CHK: 101526 12515 BILL BOARD ADVERTISING 2532 64984 625.00 625.00
OCTOBER ACTIVITY DB: 625.00 CR: 0.00 625.00
11/20/14 12/05 A67047 CHK: 101952 12599 OUTDOOR ADVERTISING 2532 64985 625.00 1,250.00
NOVEMBER ACTIVITY DB: 625.00 CR: 0.00 625.00
12/01/14 12/11 A67359 CHK: 102036 12640 GILBREATH AND COMPANY 3341 5651 600.00 1,850.00
12/01/14 12/11 A67360 CHK: 102036 12640 GILBREATH AND COMPANY 3341 5860 600.00 2,450.00
12/03/14 1/02 A67925 CHK: 102171 12675 GILBREATH AND COMPANY 3341 FC65 8.88 2,458.88
12/18/14 1/02 A67912 CHK: 102186 12675 JOHN GANNON, INC. 2532 64986 625.00 3,083.88
DECEMBER ACTIVITY DB: 1,833.88 CR: 0.00 1,833.88
ACCOUNT TOTAL DB: 3,083.88 CR: 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE -----AMOUNT----- -----BALANCE-----

7-811.519 PROMOTIONAL ITEMS
B E G I N N I N G B A L A N C E 0.00

11/20/14 11/20 A66690 CHK: 101775 12590 100 IMMORTAL 32 MEDALS 3310 11/20/2014 1,250.00 1,250.00
===== NOVEMBER ACTIVITY DB: 1,250.00 CR: 0.00 1,250.00
===== ACCOUNT TOTAL DB: 1,250.00 CR: 0.00

7-811.520 MARKETING AND PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

10/01/14 10/02 A65235 CHK: 101363 12432 MARKETING SERVICES 2895 1110 1,657.50 1,657.50
10/13/14 10/17 A65653 CHK: 101475 12479 12 COME & FRAC IT SHIRTS 2819 11250 144.72 1,802.22
===== OCTOBER ACTIVITY DB: 1,802.22 CR: 0.00 1,802.22
11/01/14 11/20 A66692 CHK: 101770 12590 ADVERTISING 3341 5776 600.00 2,402.22
11/21/14 12/05 A67049 CHK: 101969 12599 COG VISITORS GUIDE 2819 11418 1,952.87 4,355.09
===== NOVEMBER ACTIVITY DB: 2,552.87 CR: 0.00 2,552.87
===== ACCOUNT TOTAL DB: 4,355.09 CR: 0.00

7-811.521 SPECIAL PROJECTS
B E G I N N I N G B A L A N C E 0.00

10/01/14 10/31 A66053 CHK: 101576 12534 3RD QTR 2014 2899 3RD QTR 2014 3,237.37 3,237.37
===== OCTOBER ACTIVITY DB: 3,237.37 CR: 0.00 3,237.37
11/07/14 11/07 A66150 CHK: 101652 12559 PROMOTION OF FESTIVAL AD 0041 REIMBURSE 5,000.00 8,237.37
===== NOVEMBER ACTIVITY DB: 5,000.00 CR: 0.00 5,000.00
12/01/14 12/11 A67349 CHK: 102069 12640 MARKETING SERVICES 2895 1121 1,657.50 9,894.87
===== DECEMBER ACTIVITY DB: 1,657.50 CR: 0.00 1,657.50
===== ACCOUNT TOTAL DB: 9,894.87 CR: 0.00

7-811.522 EVENTS
B E G I N N I N G B A L A N C E 0.00

7-811.524 GONZALES CO. JAIL MUSEUM
B E G I N N I N G B A L A N C E 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
7-811.525				HISTORIC PRESERVATION					
				BEGINNING BALANCE					0.00

7-811.526				MEMORIAL MUSEUM					
				BEGINNING BALANCE					0.00

7-811.527				EGGLESTON HOUSE					
				BEGINNING BALANCE					0.00

10/01/14	10/17	A65588	CHK: 101458	12479 SINGLE FAUCET	0219	00661320		35.99	35.99
			=====	OCTOBER ACTIVITY DB:	35.99	CR:	0.00	35.99	
			=====	ACCOUNT TOTAL DB:	35.99	CR:	0.00		

7-811.528				JB WELLS HOUSE					
				BEGINNING BALANCE					0.00

7-811.529				RIVERSIDE MUSEUM					
				BEGINNING BALANCE					0.00

10/11/14	10/24	A65821	CHK: 101520	12515 RIVERSIDE & PD	1816	10/11/14 RIVERSIDE		67.27	67.27
10/22/14	12/05	A66973	CHK: 101962	12599 COVER, SWITCH BOX, COUPL	0294	5812845		247.95	315.22
			=====	OCTOBER ACTIVITY DB:	315.22	CR:	0.00	315.22	

11/11/14	12/05	A67028	CHK: 101947	12599 RIVERSIDE & POLICE DEPT.	1816	11/11/14 RIVER, PD		53.20	368.42
			=====	NOVEMBER ACTIVITY DB:	53.20	CR:	0.00	53.20	

12/05/14	12/19	A67560	CHK: 102142	12661 JOHN D. SCHMIDT	1729	012680		3.50	371.92
12/11/14	12/19	A67575	CHK: 102119	12661 RIVERSIDE & PD FAX	1816	12/11/14 RIVERSIDE		67.23	439.15
			=====	DECEMBER ACTIVITY DB:	70.73	CR:	0.00	70.73	
			=====	ACCOUNT TOTAL DB:	439.15	CR:	0.00		

7-811.530				EXPO CENTER					
				BEGINNING BALANCE					0.00

7-811.610				OFFICE FURNITURE & EQPT					
				BEGINNING BALANCE					0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET-----DESCRIPTION----- VEND INV/JE # NOTE -----AMOUNT----- ----BALANCE-----

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	---	DEBITS	---	---	CREDITS	---
BEGINNING BALANCES:		0.00			0.00	
REPORTED ACTIVITY:		71,996.45			0.00	
ENDING BALANCES:		71,996.45			0.00	
TOTAL FUND ENDING BALANCE:		71,996.45				

SELECTION CRITERIA

FISCAL YEAR: Oct-2014 / Sep-2015
FUND: Include: 500
PERIOD TO USE: Oct-2014 THRU Sep-2015
TRANSACTIONS: BOTH

ACCOUNT SELECTION

ACCOUNT RANGE: 7-811.202 THRU 7-811.610
DEPARTMENT RANGE: - THRU -
ACTIVE FUNDS ONLY: NO
ACTIVE ACCOUNT ONLY: NO
INCLUDE RESTRICTED ACCOUNTS: NO
DIGIT SELECTION:

PRINT OPTIONS DETAIL

OMIT ACCOUNTS WITH NO ACTIVITY: NO
PRINT ENCUMBRANCES: NO
PRINT VENDOR NAME: NO
PRINT PROJECTS: NO
PRINT MONTHLY TOTALS: YES
PRINT GRAND TOTALS: NO
PRINT: INVOICE #
PAGE BREAK BY: NONE

*** END OF REPORT ***

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2014 - 09/30/2015**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014	\$5,000.00	\$5,000.00
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	
Rusted Gingham Approved by Committee 10/16/2014	\$2,000.00	
Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014	\$2,500.00	
Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014	\$10,000.00	
TOTAL	\$21,000.00	\$5,000.00
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$21,000.00	\$5,000.00
AVAILABLE FUNDS	\$4,000.00	\$20,000.00