

MINUTES OF THE REGULAR MEETING OF  
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, January 14, 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. The Chairman announced that the meeting would be recorded and asked when anyone makes motion that the mover be identified. A quorum was present.

**Members present:** Barbara Crozier, Ann Covert, Chris Kappmeyer, Alison Guerra Rodriguez, Dawn O'Donnell, Paul Frenzel, Ken Morrow. **Members absent:** Meena Patel. **Ex officio present:** Daisy Scheske, Chamber of Commerce, Barbara Friedrich of Main Street, Genora Young, GEDC; **Staff present:** Jesse Holt, Marketing Consultant ; **City Officials present:** Allen Barnes, City Manager, Tommy Schurig, City Councilman District # 2 ; **Guests:** Doug Phelan, Templin Saloon, Mike Stroup of Texas Independent Song Writers Association, Dustin Bosquez, Manager of Templin Saloon, Alexis Guerra, Manager, Holiday Inn.

**Public Comments:** Mike Stroup spoke to the Committee saying that he was here to make a request for \$2,500.00 to support the music show that was planned for March 4, 5, 6. Their budget is \$7,200. It is planned to be a big event with big name musicians and song writers. The intent is to bring tourist and overnights to town. Chairman Crozier advised that this request could not be considered at this meeting since it is not on the agenda; however, an application will be made available to him.

**Approval of Minutes:** The minutes were corrected as follows: Item 3, replace word "against" with "for"; Item 5: replace word "table" with "set"; Item 8 where there was question as to whether the billboard is up - this was cleared up with Chairman saying that the sign on North side of I-30 on 183 is up. It has the new colorization and wording as we approved. It is 45 x 20 and is lighted . The Minutes were accepted as corrected.

**Action Items:**

2. **Discuss and consider application for funding from DVS Productions.** The Chairman noted that we have funded this organization since 2012. She also noted that since there was no representative present a motion would be in order to table this item. Ann Covert moved to

table the request and with a second from Paul Frenzel , the committee voted unanimously to table until such time a representative can be present to answer any questions.

3. **Discuss and Consider LED Billboard outside of Waco.** Marketing Consultant, Jesse, offered **Facts:** This billboard would be available to us at 1200.00 a month for 12 months. Jesse said that She could change the board electronically any time of the day...Jesse wanted direction as to what to do next. The Chairman said that there was money in the budget for this. Jesse was asked to define the location. Ann Covert noted that the local billboard at 90A & 183 is digital and seems very popular. Ann asked if we would be the sole owner and the answer is no. The board could give lighted exposure to up to 7 businesses. Allen Barnes said that some staff would be going to Dallas soon and they could check out the location and board. **No action.** This issue will be addressed in the next regular meeting of the Committee.
  
4. **Discuss and consider Victoria College Billboard Artwork.** Jesse offered **Facts:** The vinyl signs on the billboard east of Victoria College on 90A blew down in the last high wind. The sign has been offered to the Tourism Committee for use consideration. One side of the sign held notice of "Come and Take It" and one side advertised Victoria College. Chris Kappmeyer moved to discuss this issue, with a second from Ken Morrow, the committee unanimously voted to discuss the negotiation to sub lease the sign and artwork for the sign. Jesse negotiated a free canvas for now. It will take \$1,512.00 to change the art work. Several members discussed having an arrow on the sign or some directional information to downtown. Allen Barnes suggested that we include "turn at St. Joseph"; Jesse suggested that we use "Shop and Dine Downtown" and add the Visitor Center phone number..... There was discussion regarding who owned the sign/property. Allen Barnes said that the City owned the property. Ken asked if the board lent itself to space for the directional information. This to be discussed at next regular meeting.
  
5. **Discuss and consider sub-leasing one of the 2 billboards in Sealy to a Gonzales Business.** In the original contract with the sign Company, we chose to lease both upper and bottom boards on a billboard outside Sealey. Offer from local business Angles and Outlaws offers sub-leasing the bottom board for their sign. The upper sign rents for \$675. and the bottom board rents for \$425.00. a month. Ken Morrow moved to negotiate with Angels and Outlaws on their use of the bottom board; with a second by Dawn O'Donnell the vote was unanimous. Jesses was asked if she would be doing their art work and she was not sure. It was made known that we would like to work with them on the artwork. We want to approve their art work. Allison asked if "Gonzales" would be on their Board. Response was yes. She liked that. Jesse will bring art work to next meeting for our consideration.
  
6. **Discuss and consider Marketing Plan.** Chairman Crozier gave the floor to Genora Young, for enlightening the committee regarding this item. She asked us to review the document that was given to the committee title "Gonzales, Tx. Marketing Plan, October 2015-September 2-16." She asked that we start looking to see where our best investment is in where we have been marketing. The Economy is changing. Tourism is a driving force for Economic Development and the more heads in beds, the better. 2017 will be here before we know it. We need to think of

our budget and where we are going. Events are a business, There is a business plan. CTI wants to stand on its own and not depend on hotel motel tax where they have been doing. We have 530 rooms. She would like for us to expand that. We need also to look at what how much the visitor spends. Genora encourages a contract with the Buxton Company. This company is retail analytics. They have a contract with VISA. They can identify a person and their spending habits or can identify, with their system, how much a visitor spends in the downtown area. They take measurements of who stays the night, what they spend where.

The information would be most helpful to identify travelers to Gonzales from where. She cited an event that had a few years of great success, the sales tax jumped higher each year. They stopped advertising and the traffic fell off, the sales tax dropped and the success of the event was frail. Genora advised that this committee is the Visitor and Convention Bureau. We sense the need to stimulate tourism. We need to use our existing infrastructure. We need our brochure in every Travel Center, we need to make use of the possibilities with TTIA of which we are a member and we need to join the Texas Association of Convention and Visitors Bureau. Ann injected her experience of having preached all of this for 25 years.....that she feels it will take a lot education for the community and that it is very necessary for Gonzales. The Chairman commented that she feels this committee has a shared vision and a shared passion. Chris Kappmeyer posed the compliment of this Marketing Report being a great step and asked if we should expect more information. He asked that figures and more information be offered at the next meeting.

7. **Discuss and Consider expansion of existing events and creation of new events:** The Ghost Tour is work in progress for sometime in the spring. Lunch and Learn is scheduled for February 19 at Riverside. Jesse wanted to know if lunch was provided and the answer is yes. This can be arranged with a vendor in town. It was suggested that we reach out to the local service clubs to include them for help with events. We will make sure they are invited to the Lunch & Learn.
  
8. **Discuss and Consider Lunch and Learn:** Lunch and Learn is scheduled for February 19 at Riverside. Jesse wanted to know if lunch was provided and the answer is yes. This can be arranged with a vendor in town. It was suggested that we reach out to the local service clubs to include them for help with events. We will make sure they are invited to the Lunch & Learn.
  
9. **Report from City Manager Allen Barnes.** Allen reported on a new event. The City will sponsor the Traveling Viet Nam Wall. This year is the 50<sup>th</sup> Anniversary of the Viet Nam War. The Wall will visit Gonzales on March 23, 24, 25 and 26. The site of the display will be on St. Lawrence and Moore street. City Council approved a City Special Events Budget to include this event. Invitations have been extended to the Army Band of the North to perform on the 25<sup>th</sup>; Medal Honor Recipients; Governor Abbott and other elected officials. Plans are in the works and will be finalized soon. A marketing plan is in motion. Chairman Crozier suggested that the use of public service announcement would give good coverage. Barnes asked for our help in being volunteers and soliciting volunteers. The Wall be open 24 hours a day while it is here.

**10. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.** Jesse said that she and Bar Z have a difference of opinion on what they have to offer us. She is negotiating with them on what our marketing needs are. They seem to want to add things that we do not need. Ken Morrow said that Bar Z may not fit our needs anymore, even though when we started with them they filled the need. Allen Barnes suggested that folks are moving away from APP as we have known it. The new Web Company will offer friendly website that may better serve our purpose.

**11. Report from Advisory members on Event Development.** Nothing further.

**14. Report on Upcoming events.** Ann asked about a calendar to include all that City Council has approved and others. A calendar is being developed and will come back to us at the next meeting. February 6, Mardi Gras, sponsored by Templin Saloon. April will include the Texas Relay.

**Staff Reports.** Daisy told of a wedding planned for the Amphitheater. This gives possibility of marketing the Museum as a wedding destination with other venues.

Genora Young, Ed. EDC commended Barbara Friedrich for the good work that she and the Mainstreet Board are doing. They have offered over 10,000 volunteer hours. She reported That \$20 million \$200. Has been reinvested in downtown since 2007.

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

1. Post Event Report from Authentic American History Production
2. Post Event Report from Rusted Gingham
3. Financial Report
4. Marketing Plan Report 1915-1916

Jesse Holt, Genoa Young and Brandy Egger will continue to work with people at the Alamo. The Kiosks report will be delayed until further details are determined. GVTC advertisement to include Gonzales still a work in progress.

There was no further business to come before the Committee. With a motion by Ann Covert and a second by Alison Rodriguez, the meeting adjourned at 2:10 p.m.

---

**ANN COVERT, SECRETARY**