

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, June 11, 2015
City Hall at, 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, Alison Guerra Rodriguez, Brandy Eggar; Dawn O'Donnell, Paul Frenzel, Meena Patel; **Members absent:** Chris Kappmeyer. **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, **Guests:** Joel Gammage, Doug Pehlan, James McMains, Keith Nason, Valerie Riddle and Rob Brown.

2. In Public Comments: Joel Gammage recapped the weekend car show with positive results. He reported it to be a great success. Over 200 cars were exhibited. 26 cars came after registration dateline. It was reported that there were 3500 viewers. 3% was local. Hotels were 60% to 100% filled. The visitors loved the town. They want to come back. There were 32000 views in social media of the event. The event reinvested in the community. Keith from Bell Oaks and Boothe B & B reported that they were 60% full and they plan a package deal for next year. The Police were very cooperative. The businesses were pleased with shoppers. The organizers see the possibility of big growth of this event. One hiccup was that a couple of the downtown businesses were unaware of the large crowds and were not prepared. Chairman Crozier suggested that we have Main Street and the Chamber help in making the businesses aware of events that are ongoing downtown.

Valerie Riddel, publisher of the Gonzales Inquirer, presented information about opportunities for publicity through the Granite Group. The newspaper receives valuable hits and this is something we might want to consider in our new marketing advantage.

3. Approval of Minutes. The minutes, with one correction in item 2 " Items to be considered" were approved as presented. The date was changed from June 21 to May 21.

Action Items:

Agenda item #3 was discussed and considered. Ann Covert corrected the date on the application to reflect 2015 request. Meena Patel moved that we recommend the \$6,000. request for publicity of the 2015 Come and Take It celebration. With a second by Alison G. Rodriguez, the motion passed with all members present voting AYE. This request is a \$1,000. Increase from last year as stated in attached

letter. It was recommended that publicity/advertising be extended to a broader geographical reach to attract more guests since name bands will be entertaining this year. \$20,000. was approved by Council to attract bigger bands. Bid bands have been signed for the event.

4. Discuss and Consider billboard selections. No action was taken on this item. Chairman Crozier suggested that we consider guidelines within which our marketing consultant could make the timely decision on choice of billboards so we don't miss out on the ones we really want. Available boards are grabbed quickly by others that are in a position to move on a decision. The guidelines could include list of potential roads, right hand read, top position, lighted and other. Barbara Crozier and Dawn O'Donnell volunteered to assist in seeking locations. This will be discussed in July meeting.

5. Discuss and Consider Lunch & Learn Hospitality Training. This would be a forum for training our front line employees in hotels and restaurants that greet guest and engage our visitors. Ann commented that she had offered two seminars for training in the past. The businesses were very receptive. Chairman Crozier suggested that perhaps we could move towards that in the future. Ken Morrow suggested and all agreed that July 31 would be a good date for the Lunch and Learn and if necessary that July 24 be a backup date. Ann and Daisy and Meena were appointed as a task force to assist Loretta with this.

6. Discuss Marketing strategies for 2015-2016: Loretta sent a report of ideas that are attached for consideration at the July Tourism Committee meeting.

7. Report by Marketing: There was no report. Loretta was out of town.

8. Report on upcoming events.

Friday night concerts in June.

Ribbon Cutting for Wells Fargo Bank

Songwriter Series at Templen Bar

Crystal Theater will present Midsummer Nights Dream on May 18.

Farmers Market on Saturday mornings 9-Noon at Laurel Ridge

9. Financial Report: The financial were reviewed. Ann Covert asked about the amount of money expended for postage, posing the question about our brochure distribution. Daisy Scheske of the Chamber responded that the funds were distributed quarterly, and that yes she responded to requests when she had brochures. Distribution of brochures were discussed and a follow-up report will be provided.

10. Staff report. Discussion was had regarding possibility of providing items of hospitality such as Chocolates and fountain pens for the hotels/motels/B & Bs. Chairman Crozier appointed Brandy and Meena as a taskforce to look into some possibilities.

Chairman Crozier noted that this year, advertising for a Marketing Manager will be initiated by the City. Discussion was had as to the fact that the City has formed a selection committee and Ken Morrow from Tourism was appointed to sit on that committee. The date for request to be broadcast is June 22 and expected day of hiring is in July.

There was no further business to come before the Committee. With a motion by Brandy Eggar and a second by Meena Patel, the meeting adjourned at 1:30 p.m.

The PR Letter was distributed for review. Report will be forthcoming in the July meeting.

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

Attachments:

Marketing Review from Loretta Shirley

Waltz Across Texas flyer from Granite Group Combo



ANN COVERT, CPM, SECRETARY