

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, March 13, 2014
City Hall at 12:30 P.M.

MINUTES

1. Call to Order, Certification of Quorum.

Raising Subj
Chair Richard Tiller called the meeting to order at 12:30 am and certified a quorum with Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Alison Rodriguez, Barbara Friedrich, and Tim Batek. Meena Patel and Paul Frenzel were absent. Marketing consultant Loretta Shirley, and Jeff Coleman were also present.

2. Public/Citizens Comments.

Alison Guerra Rodriguez spoke about the concerns of all the lodging establishments coming to Gonzales. Holiday Inn and Sleep Inn Suites had about a 20% drop in occupancy. They had a 70% occupancy for the year.

3. Discuss and Approve minutes of February 13, 2014.

Following Discussion, Alison Guerra Rodriguez moved to approve the minutes of February 13, 2014. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider Hotel/Motel Funding Applications.

Jeff Coleman of the Hotel Alcalde presented a request for funding up to \$2,000.00 to purchase a promotional wrap to be placed on their van advertising the Hotel Alcalde. The wrap would promote Gonzales and have the Tourgonzales.com on the front of the van. The van would be used to pick up visitors to the Hotel Alcalde from Austin and San Antonio Airports. *Ann Covert seconded* Richard Tiller phoned Scott Joslove with the Texas Hotel and Lodging Association who confirmed that HOT funds could be used for this promotional.

Following discussion Ann Covert moved to approve funding up to \$2,000.00 to Hotel Alcalde to purchase a promotional wrap for their van. Ken Morrow seconded the motion.

Further discussion was made.

Ann Covert amended her motion to approve funding up to \$2,000.00 to Hotel Alcalde for the purchase of a promotional wrap with their van with the condition that Mr. Coleman comes back with a new design concept. Mr. Coleman will e-mail Barbara Friedrich the new design and she will forward to the committee. Ken Morrow seconded the motion. Ann Covert, Ken Morrow, and Barbara Crozier voted in favor of the motion; Richard Tiller and Alison Guerra Rodriguez voted against the motion. The motion prevailed by a three to two vote.

An application was received from McClure-Braches Home Restoration and Repair for funding up to \$700.00 to print rack cards to be used for information requests received via telephone and the internet.

Following discussion, Barbara Crozier moved to approve funding up to \$700.00 to the McClure-Braches Home Restoration and Repair for rack cards. Ann Covert seconded the motion. The motion prevailed by unanimous vote.

5. Discuss and Consider billboard proposals.

Marketing Consultant Loretta Shirley presented a proposal for four billboards along the I-10 Corridor starting at Katy Mills Mall. Discussion was made of design and color of billboards. Loretta will e-mail the billboard design in four different colors to the committee members and they will advise via e-mail the color desired.

Following discussion, Ken Morrow moved to approved leasing the billboard about 26 miles from Katy Mills Mall; right hand read, bottom, illuminated; between San Felipe and Sealy. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Discuss and Consider revisions to Hotel Occupancy Tax Use Guidelines Under Texas State Law and Funding Application Form.

Barbara Friedrich presented revisions to the Hotel Occupancy Tax Use Guidelines Under Texas State Land and Funding Application to the committee. The Committee unanimously agreed to the revisions.

7. Discuss and Consider Post Event Report Form Hotel Occupancy Tax Funding.

Barbara Friedrich presented the Post Event Report Form Hotel Occupancy Tax Funding to the committee. She stated that this form had previously been approved. She did not know why the committee stopped having the applicants submit this information with their request for funding. Barbara said there was great information on this form and suggested that the Committee put it back in use. The Committee unanimously agreed to have applicants complete the Post Event Report Form.

8. Discuss and Consider Tourism/Marketing/Management Plan for the City of Gonzales, Texas.

Proposed
Ann Covert presented a Tourism/Marketing/Management Plan for the City of Gonzales, Texas. Ann stated that it is objective information of what the whole community could do and that it would take a team effort. The Committee reviewed the plan and decided to make an effort to work with the community leaders. No action was taken.

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

Loretta Shirley presented the marketing report.

10. Report on Upcoming Events.

Texas Independence Relay

11. Financial Report.

Committee reviewed the financial report.

12. Report from Committee Members and Staff.

Discussion was made as to the distribution of the *2014* 214 Visitor's Guide to local businesses.

13. Next regular meeting will be April 10, 2014 at 12:30 p.m.

14. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Barbara Crozier and seconded by Ken Morrow.

Barbara Friedrich
Barbara Friedrich, Recording Secretary