

# GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, March 12, 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 February 12, 2015.
4. Discussion of required attendance by Board Members.
5. Discussion of public comments and interaction with public speakers within the meeting.
6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
7. Report on the Expo Center.
8. Report on Upcoming Events.
9. Financial Report.
10. Review of Hotel Motel Receipts and Sales Tax Records.
11. Report from Committee Members and Staff.
12. Next regular meeting will be April 9, 2015 at 12:30 p.m.
13. 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](http://www.cityofgonzales.org) the 5th day of March 2015 at 11:00 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, February 12, 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:** Daisy Scheske of the Chamber of Commerce; **Ex officio absent:** Barbara Friedrich of Main Street; **Staff present:** Tim Patek, Liaison-Parks and Recreation, Loretta Shirley, Marketing Consultant; **City Official :** Allan Barnes, City Manager; **Guests:** Mike Hanson, Britney Caka, Bo Davis.

2. In Public comments: )1 Mike Hanson expressed concern on the "Gate Way to Gonzales" – He commented that from Highway 90 A to the Gonzales Independence Park on 1 Highway 183 was not appealing and has observed that many travelers just go on by. He suggested that the area be opened so we can see the river from 183. He noted that when it was a dirt road that it was more inviting. He suggested that the name "Water Street" be renamed to a name more interesting. He ask us to help make Highway 183 more appealing. 2) Britney Caka said that she was here to answer any questions about the request by "Come and Take It". 3) Bo Davis said that he was here to answer any questions of his request for DVS.

3. The Minutes of the January 8 meeting were approved with one omission added which was Ann Covert was appointed Parliamentarian for the Committee.

4. A request by the "Come and Take It" Committee for \$20,000.00. Discussion was had with regards to the big bands that the Committee wants to invite for live music at the Festival. A partial list included Blue Grass, Johnny Lee, Kevin Fowler. It was noted that the CTI Committee would like to have a band that has a following. It was also noted that the CTI Committee would like to have magicians and other entertainment for families. Tourism committee member O'Donnell asked to have figures provided on attendance and marketing so that we will have something to build on. She also asked if this request would include advertising or would that be another request. The answer was that it did not include advertising and that CTI would be back to ask for that. **Action:** Motion was made by Chris Kappmeyer to recommend funding the plan. With a second by Dawn O'Donnell, the committee voted 6-0 to recommend this project to Council for funding in the amount of \$20,000.

5. A request by DVS Productions for \$5,000.00 for advertising the Bull riding event. Discussion was had with regards to the continued growth of this event. It attracts over 3000 and uses a number of hotel rooms for at least two nights. **Action:** Motion was made by Ken Morrow to recommend funding the plan. With a second by Paul Frenzel, the committee voted 6-0 to recommend this project to Council for funding in the amount of \$5,000.00.

6. This request was withdrawn – no consideration

7. A proposal for marketing bags was presented. Approval was given to order 10,000 12" x 15" plastic bags @.22 cents each. The bags will be used to contain paper marketing items for visitors to pick up.

8. The Billboard on I-10 was considered. A picture of the billboard was presented to show that our message on a low board would show better if it were removed to the top board. That space is available. To move to the upper board would cost an additional \$75.00 annually over what we pay now (\$600.00). Events placed on the board were discussed and costs were presented. Cost would be \$1100.00 monthly if we had the upper and lower boards. Discussion was had as to the possibility of obtaining both sides. Ken Morrow made a motion to have Loretta Shirley negotiate with the Billboard company to execute the Committee's request. With a second by Dawn O'Donnell, members voted 6-0 to have Loretta purchase both sides and report back to the committee.

9. Advertising in the several Child Summer Fun Map magazines was discussed. Discussion was had as to whether this met our marketing criteria and as to whether we had programs for children that would benefit the Magazine readers. Proposal was not considered.

10. Report on status of marketing: Loretta shared the Marketing Report – the Summer Triple AAA magazine will have our ad in the March 11 publication. Some Google interest ads are to start in April. Plans for the lunch and learn were discussed where Tax staff from the Texas Hotel Lodging Association will explain the HOT tax. The Getaway weekends and incentives were discussed. The multi page article in the February Texas Farm and Home magazine that showcased Gonzales was discussed.

11. Report on Upcoming Events. This Item 12 was moved to be Item 11 and Item 11 was moved to be in Item 14:

February 20, Open House at the Dilworth Inn and Suites

February 28, Laying of Memorial Wreath at Immortal Monument 10:00 a.m.

March 1, "Song of Susanna" performed by the Shakespeare Ninjas team of the Crystal

Theater in the Amphitheater at the Memorial Museum 2:00 p.m.

March 1, Memorial Service at the Immortal Monument-Memorial Museum 10 a.m.

March 6, "Cowboy" Breakfast – moved to JB Wells Park this year

12. This item 13 moved to be item 12. Financials were reviewed and the Chairman asked the committee to look over and bring any questions to next meeting.

13. This item moved 14 to be Item 13. Report from Committee Members and Staff.

The Chairman recognized Gonzales City Manager Allan Barnes for updates regarding the plans for the Expo Center (hereafter referred as Center). He stated that the Center was 50% planned. The plans are anticipated to be finished in March and out for construction bids in mid March, hopefully March 19. Anticipated start date is April 1 with a probable 8 months before completion. He noted that there will be 420 to 440 parking spaces; that the soil is better than expected and that 30 ft piers will be placed in the ground for foundation. In May we should have color schematic. He said that \$225,000. to \$250,000. will be allocated toward the costs as an annual payment from the Hotel Motel tax revenue.

With regard to Item 11: Mr. Barnes reviewed the statement offered by O'Donnell and Morrow and asked the Committee to delay in any such initiative. He said that Ann Dollery, Secretary of the Jr. Rodeo has been approached with the possibility of helping find events for scheduling in the Center. She has experience in such and shows interest in same. She would have the responsibility for managing both the Arena and the Center and could include prebooking for the Center. Negotiations are ongoing with her in the matter. In the process such events that could be attracted to the Center are possibly Main Street Conferences, Country Peddler shows, Antique shows, oil company's employee training, and the like.

After further discussion the Committee directed Chairman Crozier to discuss the issue of our interest in presale of space in the Center with the City Manager and will report in the March meeting.

The Next regular meeting will be March 12 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Paul Frenzel and a second by Chris Kappmeyer, the meeting was adjourned at 1:45 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 2/12/2015.

1. Application from the Come and Take It Committee (Scheske)
2. Application from DVS Productions (Davis)

3. Photo of Billboard on I-10 (Shirley)
4. Marketing Schedule with updates (Shirley)
5. Proposed statement to City Council ( Committee)
6. Financials -to January, 2015 (City Finance Department)
7. Reprint copy of article featuring Gonzales in Farm & Home Magazine
8. Invitation to February 20 Lunch & Learn (Shirley)

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Ann Covert, CPM, Secretary

RETURN SERVICE REQUESTED

CITY OF GONZALES  
 HOTEL/MOTEL TAX FUND  
 PO BOX 547  
 GONZALES TX 78629-0547

**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	XXXXXXXX5350	\$853,550.58
<b>Total Current Value</b>		<b>\$853,550.58</b>

**PF INT BEARING - XXXXXXXX5350**

**Account Summary**

Date	Description			
01/31/2015	<b>Beginning Balance</b>	<b>\$912,068.01</b>	Average Ledger Balance	\$890,503.94
	2 Debit(s) this period	\$101,752.25		
	3 Credit(s) this period	\$43,234.82		
02/27/2015	<b>Ending Balance</b>	<b>\$853,550.58</b>		

**Other Debits**

Date	Description	Amount
02/03/2015	118099483 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$38,324.52
02/27/2015	112615553 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$63,427.73

**Deposits**

Date	Description	Amount
02/18/2015	DEPOSIT	\$39,724.63
02/23/2015	DEPOSIT	\$3,369.73

**Other Credits**

Date	Description	Amount
02/02/2015	EARNINGS CREDIT ACCT ANALYSIS JANUARY 2015 ST	\$140.46





**PF INT BEARING - XXXXXXXX5350 (continued)**

**Daily Balances**

Date	Amount	Date	Amount	Date	Amount
02/02/2015	\$912,208.47	02/18/2015	\$913,608.58	02/27/2015	\$853,550.58
02/03/2015	\$873,883.95	02/23/2015	\$916,978.31		

**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







## FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 2015

## 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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	43,094.36	324,441.82	47.36	0.00	360,558.18
4-811.801 INTEREST INCOME	<u>1,200.00</u>	<u>140.46</u>	<u>609.35</u>	<u>50.78</u>	<u>0.00</u>	<u>590.65</u>
TOTAL 811-HOTEL/MOTEL	686,200.00	43,234.82	325,051.17	47.37	0.00	361,148.83
<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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	3,266.47	36.29	0.00	5,733.53
4-814.501 MUNICIPAL COURT FEES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	3,266.47	36.29	0.00	5,733.53
*** TOTAL REVENUES ***	695,200.00	43,234.82	328,317.64	47.23	0.00	366,882.36



## FINANCIAL STATEMENT

AS OF: FEBRUARY 28TH, 2015

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	2,042.05	81.68	0.00	457.95
7-811.217 MISCELLANEOUS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 2-SUPPLIES EXPENSE	2,500.00	0.00	2,042.05	81.68	0.00	457.95
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
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	1,657.50	4,815.00	21.89	0.00	17,185.00
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	7,500.00	50.00	0.00	7,500.00
7-811.413 PIONEER VILLAGE	10,000.00	0.00	5,863.00	58.63	0.00	4,137.00
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	0.00	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	<u>5,000.00</u>	<u>0.00</u>	<u>156.68</u>	<u>3.13</u>	<u>0.00</u>	<u>4,843.32</u>
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	1,657.50	23,369.68	31.16	0.00	51,630.32
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	0.00	41,620.25	25.22	0.00	123,379.75
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	1,225.00	5,533.88	9.22	0.00	54,466.12
7-811.519 PROMOTIONAL ITEMS	12,000.00	4,489.11	5,739.74	47.83	0.00	6,260.26
7-811.520 MARKETING AND PROMOTIONS	15,000.00	384.99	7,550.58	50.34	0.00	7,449.42
7-811.521 SPECIAL PROJECTS	25,000.00	2,500.00	17,808.10	71.23	0.00	7,191.90
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	1,232.18	12.32	0.00	8,767.82
7-811.529 RIVERSIDE MUSEUM	5,000.00	67.27	881.70	17.63	0.00	4,118.30
7-811.530 EXPO CENTER	<u>100,000.00</u>	<u>36,247.33</u>	<u>56,950.84</u>	<u>56.95</u>	<u>0.00</u>	<u>43,049.16</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	44,913.70	137,353.26	29.60	0.00	326,646.74





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=====

7-811.409 SUBSCRIPTIONS  
B E G I N N I N G B A L A N C E 0.00

7-811.411 SPECIAL CONTRACTS  
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

2/02/15 2/06 A68936 CHK: 102512 12782 MARKETING SERVICES 2895 1129 1,657.50 4,815.00  
===== FEBRUARY ACTIVITY DB: 1,657.50 CR: 0.00 1,657.50

===== ACCOUNT TOTAL DB: 4,815.00 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

12/18/14 1/09 A68028 CHK: 102235 12723 4TH QTR 2014 PAYMENT 0041 4TH QTR 2014 3,750.00 7,500.00  
===== DECEMBER ACTIVITY DB: 3,750.00 CR: 0.00 3,750.00

===== ACCOUNT TOTAL DB: 7,500.00 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

12/18/14 1/09 A68078 CHK: 102238 12723 4TH QTR 2014 1027 4TH QTR 2014 2,500.00 5,863.00  
===== DECEMBER ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00

===== ACCOUNT TOTAL DB: 5,863.00 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



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
-----										
7-811.415			MAIN STREET							
			BEGINNING		BALANCE					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		
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7-811.416			CRYSTAL THEATRE							
			BEGINNING		BALANCE					0.00
-----										
7-811.417			INSURANCE							
			BEGINNING		BALANCE					0.00
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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		
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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	
1/01/15	1/09	A68071	CHK: 102271	12723	ADVERTISING	0668	244974		470.25	36,728.32
1/28/15	2/06	A68920	CHK: 102517	12782	ADVERTISING	2256	245955		1,656.18	38,384.50
1/29/15	2/06	A68892	CHK: 102519	12782	ADVERTISING	0926	015-23202		3,235.75	41,620.25
			=====		JANUARY ACTIVITY DB:	5,362.18	CR:	0.00	5,362.18	
			=====		ACCOUNT TOTAL DB:	41,620.25	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=====

7-811.503 ELECTRICAL LINE EXPENSE  
B E G I N N I N G B A L A N C E 0.00

7-811.504 SIGNAGE & BANNERS  
B E G I N N I N G B A L A N C E 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

1/01/15 1/09 A68139 CHK: 102231 12723 BILLBOARD ADVERTISING 3341 5907 600.00 3,683.88

1/20/15 1/23 A68578 CHK: 102380 12746 BILLBOARD ADVERTISING 2532 64987 625.00 4,308.88  
===== JANUARY ACTIVITY DB: 1,225.00 CR: 0.00 1,225.00

2/01/15 2/06 A68949 CHK: 102486 12782 ADVERTISING BILLBOARD 3341 5959 600.00 4,908.88

2/19/15 2/26 A69499 CHK: 102641 12827 BILLBOARD ADVERTISING 2532 64988 625.00 5,533.88  
===== FEBRUARY ACTIVITY DB: 1,225.00 CR: 0.00 1,225.00

===== ACCOUNT TOTAL DB: 5,533.88 CR: 0.00

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

12/09/14 1/16 A68250 CHK: 000000 12654 FLAGS IMPORTER 2931 15-58662 1,153.63 2,403.63

12/31/14 2/17 B23541 04850 MISCODED HOTEL/MOTEL EXP JE# 012892 1,153.00CR 1,250.63  
===== DECEMBER ACTIVITY DB: 1,153.63 CR: 1,153.00CR 0.63

2/17/15 2/17 A69030 CHK: 102593 12813 Wood Signage 2955 307091 1,532.88 2,783.51

2/17/15 2/17 A69030 CHK: 102593 12813 Wood Signage 2955 307091 2,956.23 5,739.74  
===== FEBRUARY ACTIVITY DB: 4,489.11 CR: 0.00 4,489.11

===== ACCOUNT TOTAL DB: 6,892.74 CR: 1,153.00CR

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=====

7-811.520 MARKETING AND PROMOTIONS

BEGINNING BALANCE 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	
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831			1,657.50	6,012.59
12/31/14	2/17	B23541		04850	MISCODED HOTEL/MOTEL EXP		JE# 012892			1,153.00	7,165.59
			=====		DECEMBER ACTIVITY DB:	2,810.50	CR:	0.00		2,810.50	
2/23/15	2/26	A69434	CHK: 102654	12827	BROCHURE DRIVING TOUR	0230	139101A			384.99	7,550.58
			=====		FEBRUARY ACTIVITY DB:	384.99	CR:	0.00		384.99	
			=====		ACCOUNT TOTAL DB:	7,550.58	CR:	0.00			

7-811.521 SPECIAL PROJECTS

BEGINNING BALANCE 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
12/31/14	1/16	B23324		04792	MISCODED EXPENSES		JE# 012831			1,657.50CR	8,237.37
12/31/14	1/16	A68369	CHK: 102311	12729	3RD QTR 2014	2899	4TH QTR 2014			1,913.23	10,150.60
			=====		DECEMBER ACTIVITY DB:	3,570.73	CR:	1,657.50CR		1,913.23	
1/08/15	1/09	A68121	CHK: 102245	12723	REIMBURSEMENT FOR BROCHU	2956	REIMBURSE 1/8/15			1,500.00	11,650.60
1/12/15	1/09	A68118	CHK: 102262	12723	LORETTA SHIRLEY DBA ROCK	2895	1126			1,657.50	13,308.10
1/30/15	1/30	A68742	CHK: 102452	12771	ADVERTISING FOR RUSTED G	3043	013015DH			2,000.00	15,308.10
			=====		JANUARY ACTIVITY DB:	5,157.50	CR:	0.00		5,157.50	
2/04/15	2/06	A68929	CHK: 102475	12782	ALL BREED CATTLE SALE	2719	020415			2,500.00	17,808.10
			=====		FEBRUARY ACTIVITY DB:	2,500.00	CR:	0.00		2,500.00	
			=====		ACCOUNT TOTAL DB:	19,465.60	CR:	1,657.50CR			

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=====
7-811.522			EVENTS							
			BEGINNING		BALANCE					0.00
-----										
7-811.524			GONZALES CO. JAIL MUSEUM							
			BEGINNING		BALANCE					0.00
-----										
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
-----										
12/31/14	2/19	A69188	CHK: 102562	12802	1ST QTR 2015 PAYMENT	1130	1ST QTR 2015		1,232.18	1,232.18
			=====		DECEMBER ACTIVITY	DB:	1,232.18	CR:	0.00	1,232.18
			=====		ACCOUNT TOTAL	DB:	1,232.18	CR:	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
-----										
1/09/15	2/19	A69168	CHK: 102592	12802	ANNUAL RENEWAL	0565	01/09/2015		308.00	747.15

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=====
1/11/15	1/23	A68570	CHK: 102378	12746 RIVERSIDE BILLING	1816	01/11/15 RIVERSIDE		67.28	814.43
			=====	JANUARY ACTIVITY DB:	375.28	CR:	0.00	375.28	
2/11/15	2/26	A69482	CHK: 102639	12827 RIVERSIDE & PD FAX	1816	02/11/15 RIVERSIDE		67.27	881.70
			=====	FEBRUARY ACTIVITY DB:	67.27	CR:	0.00	67.27	
			=====	ACCOUNT TOTAL DB:	881.70	CR:	0.00		

7-811.530

EXPO CENTER

BEGINNING BALANCE

0.00

1/15/15	1/30	A68709	CHK: 102457	12771 PROJECT 15-0101	1103	15-0101-1		20,558.19	20,558.19
1/15/15	2/06	A68932	CHK: 102488	12782 REVENUE CERTIFICATES	2729	011515-78		21.00	20,579.19
1/22/15	2/06	A68934	CHK: 102488	12782 REVENUE CERTIFICATE	2729	012215-71		62.16	20,641.35
1/29/15	2/06	A68935	CHK: 102488	12782 REVENUE CERTIFICATE	2729	012915-81		62.16	20,703.51
			=====	JANUARY ACTIVITY DB:	20,703.51	CR:	0.00	20,703.51	
2/12/15	2/26	A69472	CHK: 102667	12827 JB WELLS PARK-NEW EXPO C 1103		15-0101-2		46,526.43	67,229.94
2/27/15	2/27	C23656	RCPT 00728614	06692 TSG ARCCHITECTWS 2/27/15				10,279.10CR	56,950.84
			=====	FEBRUARY ACTIVITY DB:	46,526.43	CR:	10,279.10CR	36,247.33	
			=====	ACCOUNT TOTAL DB:	67,229.94	CR:	10,279.10CR		

7-811.610

OFFICE FURNITURE & EQPT

BEGINNING BALANCE

0.00

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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:	175,854.59	13,089.60CR
ENDING BALANCES:	175,854.59	13,089.60CR
TOTAL FUND ENDING BALANCE:	162,764.99	

OVERVIEW OF HOTEL MOTEL RECEIPTS 2014 AND OVERVIEW OF SALES TAX 2010-2014 (Qtr 1 & 2)

HOTEL REVENUES

1 <sup>ST</sup> QUARTER	2,519,265.70
2 <sup>ND</sup> QUARTER	3,417,816.47
3 <sup>RD</sup> QUARTER	2,615,447.86
4 <sup>TH</sup> QUARTER	3,413,716.86
	\$11,966,246.

Jobs in the Hospitality industry - \_\_\_\_\_

Jobs in other businesses/industry \_\_\_\_\_

March 5, 2015 - AC