

# GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, May 14, 2015 Minutes  
Gonzales Municipal Building at 12:30 P.M.

## MINUTES

The Tourism Committee convened their regular meeting at 12:30 p.m., May 14, 2015 in the Conference Room at the Gonzales Municipal Building, 820 St. Joseph Street, Gonzales, Texas.

The following members were present constituting a quorum: Chairman Barbara Crozier, committee members Ken Morrow, Brandy Eggar, Dawn O'Donnell, and Paul Frenzel.

Ex officio present: Daisy Scheske of the Gonzales Chamber of Commerce and Agriculture, Barbara Friedrich of Gonzales Main Street, and Tim Patek of Parks and Recreation.

Guests: Joel Gammage, Doug Pehlan and Rick Green

Members absent: Meena Patel, Alison Guerra-Rodriguez, Ann Covert and Chris Kappmeyer

### PUBLIC COMMENTS

Joel Gammage said he was excited about the car show coming up on June 6<sup>th</sup>. He showed the T-Shirt which were ordered from Personal Impressions. Joel stated that they had purchased many items from the local vendors. He reported that the show they had last Saturday went really well. World War II Flight Planes flew over the show.

### APPROVAL OF MINUTES

1. Ken Morrow made a motion to approve the minutes of April 9, 2015 Regular Gonzales Tourism Committee Meeting. Brandy Eggar seconded the motion. The motion prevailed by unanimous vote.

### ITEMS TO BE CONSIDERED

2. Rick Green presented the Hotel/Motel Application for funding from Authentic American History Productions, LLC. He showed a video of what he would be producing for Gonzales to be aired on TV. They would also produce a 15 to 20 minute video for the Tourism Committee's use. The episode would be complete by the end of July and would air late in September.

Following discussion, Ken Morrow moved to table the agenda item until a called meeting on <sup>May</sup> June 21, 2015. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.

3. Several bill board proposals had been submitted to the Committee for consideration. Item #3 died for lack of motion.

4. Discussion was made on the cost of purchasing colored bags to hand out to visitors. Barbara Crozier reported that the colored bags were more expensive than the white and black bags that had been used in previous years. Barbara reported that the Gonzales Chamber of Commerce website will be added to all promotional items. No action was taken.
5. Discussion was made as to whether HOT funds could support first time events. The committee received a letter from Brian Sullivan, Associate General Counsel, Texas Hotel & Lodging Association which stated that when it comes to advertising and promoting first time event, the committee should determine if this event will bring out of town tourist to the event and if these tourists will be staying at area hotels. It was determined by the committee that HOT funds could be used for first time events.
6. Report on Marketing included that the spring/summers ads began running in May, website and smart phone app are getting an update, and there was great local response from the Tour Gonzales Challenge in support of Travel and Tourism Week.

#### **STAFF/COMMITTEE REPORTS**

7. Report on Upcoming Events
  - Main Street Concert Series
  - Jr. High Rodeo
  - Crystal Theatre Camp in July
8. Financial Report
  - Financials were reviewed
9. Staff Report
  - None
10. Next regular meeting will be June 11, 2015 at 12:30 p.m.

#### **ADJOURN**

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

*Barbara Friedrich*

Recording Secretary

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Ann Covert, CPM, Secretary