

MINUTES OF A SPECIAL CALLED MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, May 21, 2015

City Hall, 820 St. Joseph

12:30 p.m.

The special called meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:31 p.m. A quorum was present.

Members present: Barbara Crozier, Ken Morrow, Ann Covert, Alison Guerra, Meena Patel, Brandy Eggar; **Members absent:** Chris Kappmeyer, Paul Frenzel, Dawn O'Donnell; **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Tim Patek, Liaison-Parks and Recreation, Loretta Shirley, Marketing Consultant; **City Official :** none. **Guests:** Rick Green, applicant, Eric McCowan, Gonzales Inquirer, and Michelle Moffett, Caldwell Main Street Manger.

This meeting is called for the purpose of considering the Application for Hotel/Motel funding to provide Authentic American History Production, LLC to (Rick Green) \$25,000. This funding to provide national video exposure of things of interest in Gonzales and to provide a Video featuring Gonzales that will showcase attractions and points of interest for attracting visitors to our community.

Ken Morrow moved to accept the application as requested and recommend to Council to fund the \$25,000.00. The motion's second from Meena Patel opened the floor for discussion. Most questions that were raised in the regular May meeting of the Committee had been answered. Further discussion was had as to the clarity on the content of the production and the TV coverage as proposed in the application. Mr. Green was quizzed as to the script for the production. Loretta Shirley inquired as to how much input the committee would have; Ann Covert suggested that he work with Vicki Frenzel and others who are involved in our Historical Archives. We were assured that the content would be our best features and any input from the committee was needed and welcomed. It was made known that the license would be clear for us to use the video in as many ways as we saw fit.

Discussion continued with Alison Guerra sharing her concern that she did not feel that this was a good investment and did not see it as putting heads in beds. The Chairman read into the minutes a memo from Chris Kappmeyer who was absent in which he expressed his support of the application; a memo from Dawn O'Donnell in which she expressed her support of the

application; and a memo from Paul Frenzel in which he expressed non support of the application.

The Chairman called the vote: Crozier, Covert, Morrow, Patel, Eggar voted Aye; Alison Guerra voted Nay. The motion carried 5 to 1.

The Application from Authentic American History Productions, LLC will be sent to Council for consideration.

The next regular meeting of this Committee will be on June 11, 2015 at 12:30 p.m. in the regular meeting place.

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

Documents not attached but made a part of these minutes are

- 1) Letter from Rick Green
- 2) Application from Rick Green
- 3) Flyer of promotion from Chasing American Legends

Documents attached to these minutes handed out at the meeting are

- 1) Memorandum from Barbara Crozier with answers to many questions.
- 2) Memorandums from Chris Kappmeyer, Dawn O'Donnell and Paul Frenzel

Ann Covert, CPM, Secretary