

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, May 8, 2014
City Hall at 12:30 P.M.**

MINUTES

1. Call to Order, Certification of Quorum.

Vice-Chairman Barbara Crozier called the meeting to order at 12:30 p.m. and certified a quorum with Ann Covert, Paul Frenzel, Barbara Crozier, Ken Morrow, Alison Guerra-Rodriguez, Barbara Friedrich, Meena Patel, Tim Patek and Daisy Scheske. Richard Tiller was absent. Marketing consultant Loretta Shirley, Mayor Robert A. Logan, City Manager Allen Barnes, Doug Phelan, and James McMeans were also present.

2. Public/Citizens Comments.

Doug Phelan spoke on his plans for the old bar on St. Paul Street. ‘

3. Discuss and Approve minutes of April 10, 2014.

Following discussion, Ann Covert moved to approve the minutes of April 10, 2014. Alison Guerra-Rodriguez seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider Cooperative Advertising with GVTC.

City Manager Allen Barnes reported that GVTC has approached the City about doing cooperative advertising with GVTC. Advertising would be on billboards and in the Wall Street Journal. The City would absorb one-half of the cost. Hotel Motel tax money will not be used for this project. Mr. Barnes stated that he wanted the committee to be aware of this advertising opportunity.

5. Discussion from Allen Barnes about upcoming strategies and goals for Tourism Committee.

City Manager Allen Barnes gave an up-date of the progress of the Expo Center. He reported that the Expo Center Committee has met several times. They have toured venues in Waco, Bastrop, New Braunfels and San Marcos. They have gotten good ideas from these venues. They also visited venues in Iowa and South Dakota. Allen also stated the the City was in the process of completing a budget for October 1, 2014 – September 30, 2015.

6. Report on Brochure Committee Meeting.

Barbara Crozier reported that the Brochure Committee met to discuss the distribution of brochures to our local businesses. In previous years Paul Frenzel had distributed the brochures with the Chamber of Commerce. Daisy Scheske said the Chamber could distribute these if they were paid for their time and mileage. The committee took responsibility of checking with the businesses to see if they needed brochures and brochure racks. The committee members then reported back to Loretta Shirley.

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

Marketing Consultant Loretta Shirley submitted a written marketing report and told the committee that the Tour Gonzales App has been updated, a photo contest will be held for

the Concert Series on face book and that the billboard on I-10 is up and the billboard on 183 South will be up this week.

8. Report on Upcoming Events.

Concert Series every Friday in June and Star Spangled Spectacular July 4, 2014.

Miss Gonzales Pageant - May 18th

Warrior Weekend will be - May 16th.

Jr High School Rodeo – June 25th – 31st.

Re-Dedication of Confederate Monument – June 3rd.

Water Safari – June 7th

Lynn Theater Movie on the Square – June 7th

Ribbon Cutting at Factory Connection

9. Financial Report.

Financial Report was reviewed. Alison Guerra Rodriguez commented that the occupancy rates were up.

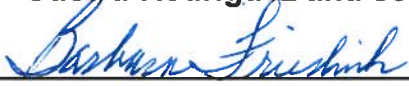
10. Report from Committee Members and Staff.

Brochures were being reordered.

11. Next regular meeting will be June 12, 2014 at 12:30 p.m.

12. Adjourn.

No further matters were discussed. The meeting was adjourned by motion by Alison Guerra-Rodriguez and seconded by Meena Patel.



Barbara Friedrich, Recording Secretary