

MINUTES OF THE REGULAR MEETING OF
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday 12, 2015

City Hall at, 820 St. Joseph

12:30 p.m.

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:30 p.m. A quorum was present.

Members present: Barbara Crozier, Ann Covert, Brandy Egger; Meena Patel; Chris Kappmeyer, Alison Guerra Rodriguez, Dawn O'Donnell, Paul Frenzel; **Members absent:** Ken Morrow; **Ex officio present:** Daisy Scheske, Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Jesse Holt, Marketing Consultant ; **City Officials present:** Mayor Bobby Logan, **Guests:** Brittney Kaka from Come & Take It,

Public Comments

None

1. Approval of Minutes: The minutes of October 22 meeting were corrected to note that the issue In Item 6, the funds to Bands was \$26,600.00. Johnny Lee was paid\$6.000, and John Connlle was paid \$9,500. Tourism funded \$20,000. The Minutes were approved as presented and corrected.

Action Items:

2. **Discuss and Consider Murder Mystery event:** Brandy reported that she spoke to Austin, Chef at Alcalde and discussion included that the cost would be \$105. cost per guest character. Rooms would need to be comped for the 6 actors. She will meet with Austin again. Dawn will be work with the process. **No action.**
3. **Discuss and consider Ghost Tour and set date:** Barbara Crozier reported that Ghost Tour event people contacted Sandra Wolff who handles the ghost host events at the old jail. Ellen Kennard and Noell Ince are interested in adding a cemetery tour aspect. Discussion centered around possible talking headstones or tombstones of some of the legends of Gonzales. Possible date, October 2016. **No Action.**
4. **Discuss Brochure Distribution:** Paul tried to deliver brochures to certain locations. Some had no rack to hold them. They had been lost or stolen. Paul offered a list where all felt that brochures should be received. He and Ann will work on the letter to accompany brochures to continue partnership plan. **No action.**

5. **Discuss and consider new marketing plan idea:** In the marketing meeting held on October 29, discussion centered around billboards and Jesse offered some suggestions to the committee to consider. Suggestions had been made that we consider large letters of Gonzales, Tx. And then the words Google It. However before we can use that we need to upgrade the website so that all attractions and places to eat and lodging, etc. are correctly shown. That is a ten week out project. Until the website is upgraded we will use one of the suggestions that **reads GONZALES, Tx. Underneath that, it reads History (then a star form between) Hospitality and underneath that use the words Experience It. The board will also have the image of a flying Come and Take It flag with cannon and star. (Design was offered)**. Dawn asked about the background color of blue instead of the black and white where we use other places. Jesse said she has seen this used before on the highway and it reads better than a black and white. A dark background seems to deliver our message. Dawn moved that we proceed with the white on blue board and with a second from Meena, the vote was unanimous to move on this.

6. **Marketing report:** Further that the Houston House and Home publication offers a half price ad package. TV has to have check in hand if we want to pursue. The Tour Texas design information has been preliminary designed and members are asked for feedback. She will forward the copy as written and ask members to contact her or bring to next meeting for updates and color scheme.
The Billboard report included that the signs showing available now are for left side reads only and those are not our choice. The Mustang ridge billboard would cost \$2,000. to change out right now so it was consensus to wait until our program is refined. Meena ask if she could hook on to that.

7. **Post Event Report:** There were none. CTI report will be available for next meeting.
Dawn asked about the survey for data that would be useful for our planning and that had been presented at last meeting. It was consensus that people would prefer to fill out a shorter form at the Home Tour and not such a lengthy one at Come & Take It – as previously discussed.
Dawn, Daisy and Jesse will look into possibility of using Survey Monkey – a tech plan. Meena commented that she would like to see where people are coming from....and that we might consider incentives.

8. **Report from advisory members on Event Development.** Shown elsewhere in Minutes.
9. **Report on upcoming Events:** Historic Home Tour, Winterfest -first weekend in December .
10. **Financials:** No questions
11. **Staff report:** Chairman Crozier noted that GEDC meets on the 2nd Thursday of the month – as so do we. This opts out Genora attending our meeting. Then we may have to change our date of meeting. She will see what we need to do and bring it to us.

Jesse Holt, Genoa Young and Brandy Egger will continue to work with people at the Alamo.
The Kiosks report will be delayed until further details are determined.
GVTC advertisement to include Gonzales still a work in progress.

The next regular meeting will be on December 10, 2015 at 12:30 p.m.

There was no further business to come before the Committee. With a motion by Ann Covert and a second by Alison Rodriguez, the meeting adjourned at 1:20 p.m.

Items in the Agenda that are not attached here but made a part of the Minutes.

1. Financial Report
2. List of businesses to contact for brochures

ANN COVERT, CPM, SECRETARY