

MINUTES OF THE REGULAR MEETING OF  
THE GONZALES TOURISM ADVISORY  
COMMITTEE MEETING  
Thursday, November 13, 2014  
City Hall, 820 St. Joseph  
12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Vice Chairman Barbara Crozier at 12:30 p.m. A quorum was present.

**Members Present:** Barbara Crozier, Alison Guerra-Rodriguez, Ken Morrow, Meena Patel, Ann Covert, Paul Frenzel; **New Members:** The Chair recognized and welcomed newly appointed members Chris Kappmeyer, Brandy Eggar and Dawn O'Donnell; **Ex Officio present:** Daisy Scheske of the Chamber of Commerce and Barbara Friedrich of Main Street; **Staff Present:** Marketing Consultant Loretta Shirley; **Guest:** None; **City Officials:** None.

All new members were asked to introduce themselves with a bit of information of their involvement and interest in Tourism.

2. There were no Public comments

Barbara Crozier, Vice Chairman, recognized with appreciation the service of our former Chairman, Richard Tiller. Richard had served as Chairman for five years and brought us through some transitional times. Richard died suddenly on October 22, 2014.

RESOLVED that, The Committee as a whole posthumously recognizes and thanks Richard for his outstanding leadership role as the former Chairman of the Committee.

3. The floor was opened for nomination of Chairman of the Tourism Advisory Committee. Ann Covert nominated Barbara Crozier, with a second from Chris Kappmeyer. There were no other nominations. The vote was taken. Voting yes 8; voting no 0. Barbara Crozier was elected as Chairman.

4. The floor was opened for nomination of Vice-Chairman of the Tourism Advisory Committee. Ken Morrow nominated Alison Guerra Rodriguez, with a second from Chris Kappmeyer. There were no other nominations. The vote was taken. Voting yes 8; voting no 0. Alison Guerra Rodriguez was elected as Vice Chairman.

5. The floor was opened for nomination of Secretary of The Tourism Advisory Committee. Alison Guerra Rodriguez nominated Ann Covert, with a second from Ken Morrow. There were no other nominations. The vote was taken. Voting yes 8; voting no 0. Ann Covert was elected as Secretary.

6. Discuss and approve minutes of regular meeting, October 16, 2014. Barbara Crozier asked for an addition to the Minutes that reads " Barbara Crozier removed herself from the room for discussion and vote regarding funding as requested for the Gonzales Crystal Theatre". Barbara serves on the board of the theatre.

The Minutes were approved as presented and amended, with a motion by Alison Guerra Rodriguez and a second by Paul Frenzel.

7. Report on advertising matters – for the benefit of the new members, Loretta Shirley introduced herself as staff contracted to market Gonzales for purpose of encouraging travelers to visit our city. a) We reach into Texas through Texas publications including Texas Monthly and Texas Highways. We reach the Southwest by ads in Southern Living and AAA Texas Journey. That, this is the first year we will access TV advertising and reach into Austin and Victoria via TV. b) She said that she had talked with City Manager Allen Barnes, Barbara Friedrich and Barbara Crozier about the Tourism Committee hosting a quarterly "Lunch and Learn" to invite our businesses to become Tourism Partners. Having received the green light, the first Lunch and Learn is set for November 21, at the Riverside Community Center. Committee members were asked to bring several business owners to the luncheon. The agenda will be to inform the business community about what we do in our Marketing Plan, advertising, APP, printed materials and our brochures. c) Further reports included that we will have a 1/3<sup>rd</sup> page ad in the AAA Texas Journey for November/December issue; a full page in Texas Monthly for November and 1/6<sup>th</sup> page in Southern Living for November. Readership in these magazines covers over one million viewers. d) A packet page (Agenda for 11/13/14) includes a note that our Spring advertising deadlines are approaching. New brochures have been ordered. The supply of rack cards and driving tour brochures need to be replenished. e) For the Smart Phone, the additional POIs have been purchased and all the businesses will be added to the POIs so they will come up on the map. There will be more attractions, i.e. monuments and markers added to the POIs. f) Our growing pains with the website are being analyzed and will be improved and tracking reviews will be better. All response on App stats and Tour Gonzales Facebook and brochure requests and visitors appear to have doubled since this time last year.

8. Report on Upcoming Events.

- a) Auditions for the Crystal production of Smoke on the Mountain
- b) Winterfest Events – December 4-7
- c) Historic Home Tour - December 6-7
- d) A Christmas Show at the Crystal. December 13-14 – a production jointly presented with the Lockhart live Theater group.
- e) Pioneer Village will host 160 kids on November 21.
- f) Stars in the Village will see a lot of people at the Village
- g) Over 1500 visitors have toured Pioneer Village in Oct. & Nov. 2014

Paul Frenzel appealed to the Committee for volunteer help at the Village.

9. Financial Report was reviewed. Chris Kappmeyer asked about information regarding how funds are spent. Chairman Crozier explained that we are given restricted funds to spend on marketing and advertising; that some funds are spent on Historic Preservation; community citizens/groups may request funding for advertising an event. If that request is \$2,500. or less we can authorize the expenditure; if that request is over \$2,500. the committee may (or may not) recommend the funding of the event to the City Council who would have the final decision in funding that event. NOTE: Suzanne Sexton, asked for funds to advertise the Rusted Gingham Barn Sale that was held in Nov. This is the 7<sup>th</sup> year for the Barn Sale and this one was another outstanding Success – all hotels and B & B's were full or had guests for the event. A good investment for our hotel motel tax.

For the benefit of new members and as a refresher course for all members, Chairman Crozier requested staff to check with Scott Joslove, President and CEO of the Texas Hotel/Motel Association as to dates available after the first of the year for him to come to Gonzales and facilitate a seminar on the purpose/use/law for the hotel motel tax.

10. Comments from Members and staff - none

11. The next regular meeting will be December 11, 2014 at 12:30 p.m.

12. With no other business to come before the committee, Alison G. Rodriguez moved that the meeting be adjourned, with a second by Dawn O'Donnell, the meeting adjourned at 1:27. 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 11/13/2014

- 1. Marketing Schedule with Updates (Shirley)
- 2. Financials – to October, 2014 (City Finance Department)
- 3. Thank you note from CC Visitor (Scheske)
- 4. What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes (Staff)
- 5. Invitation to Lunch & Learn set for November 21, 2014 (Shirley)

(For Agenda)

UNFINISHED BUSINESS

As recorded in minutes of the October 16 meeting.

1. Marketing opportunity from Buxton – (Barnes Request)  
Committee report from Loretta Shirley and Alison Guerra Rodriguez
2. Advertising report ( Pioneer Village Request)  
Committee report from Alison Guerra Rodriguez, Daisy Scheske and Loretta Shirley

As recorded in minutes of

1. Conclusion/results of Facebook Contest

As recorded in minutes of April 10, 2014     May

1. Brochure Distribution

As recorded in minutes of June 12, 2014

1. Video
2. Day Tripper
3. Country Reporter

As recorded in

1. Placement of Victoria College display on Immigration  
(This was authorized to stay through December 2014)

As recorded in

1. Cleaning of Historic Tour Signs

As recorded in March 13, 2014

1. Tourism Plan

Any other unfinished business is unknown to the Secretary at this time.

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Ann W. Covert, Secretary