

GONZALES TOURISM ADVISORY COMMITTEE MEETING

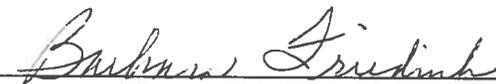
Thursday, November 13, 2014
City Hall at 12:30 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Nomination & Election of Chairman of Tourism Advisory Committee.
4. Nomination & Election of Vice-Chairman of Tourism Advisory Committee.
5. Nomination & Election of Secretary of Tourism Advisory Committee.
6. Discuss and Approve minutes of October 16, 2014
7. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
8. Report on Upcoming Events.
9. Financial Report.
10. Report from Committee Members and Staff.
11. Next regular meeting will be December 11, 2014 at 12:30 p.m.
12. Adjourn.

I certify that a copy of this agenda of the Gonzales Tourism Advisory Committee was posted on the City Municipal Building bulletin board and City of Gonzales website at www.cityofgonzales.org the 12-11 day of November 2014 at 8:45 a.m./p.m.; and remained posted continuously for at least 72 hours before the scheduled time of the meeting and was removed _____.

I further certify that the following News Media were properly notified of the above stated meeting: KCTI Radio Station, the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members.



Barbara Friedrich, Main Street Administrator

The meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please Contact the City Secretary's office at (830)672-2815 for further information.

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, October 16, 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 12:45 p.m. and certified a quorum with Alison Guerra-Rodriguez, Ken Morrow, Barbara Crozier, Meena Patel, Richard Tiller, Daisy Scheske, Ann Covert, and Barbara Friedrich. Tim Patek and Paul Frenzel arrived at 1:00 p.m. Marketing consultant Loretta Shirley, James McMains, Doug Phelan, Susan Sexton, Sissy Mills, Mayor Robert A. Logan and Councilman Tommy Schurig were also present.

2. Public/Citizens Comments.

None

3. Discuss and Approve minutes of September 11, 2014.

Following discussion, Alison Guerra Rodriguez moved to approve the minutes of September 11, 2014. Meena Patel seconded the motion. The motion prevailed by unanimous vote.

4. Discuss and Consider Application for funding from Central Texas Independent Cattlemen's Association.

Sissy Mills presented an application for funding from Central Texas Independent Cattlemen's Association to advertise their event. Ken Morrow requested that the Tour Gonzales bar code be placed on all advertising.

Following discussion, Ann Covert moved to approve to recommend to City Council to fund up to \$2,500.00 to the Central Texas Independent Cattlemen's Association for advertising. Alison Guerra- Rodriguez seconded the motion the motion prevailed by unanimous vote

5. Discuss and Consider Application for funding from Rusted Gingham.

Suzanne Sexton presented an application for funding from Rusted Gingham for advertising the Barn Sale. Ken Morrow requested that the Tour Gonzales bard code be placed on all advertising.

Following discussion, Ken Morrow moved to approve funding up to \$2,000.00 to Rusted Gingham for advertising the Barn Sale. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

6. Discuss and Consider Application for funding from Gonzales Crystal Theatre.

Barbara Crozier presented an application for funding from Gonzales Crystal Theatre. The Crystal is asking for \$10,000.00 to cover advertising for several events.

Following discussion, Ann Covert moved to recommend to City Council to fund up to \$10,000.00 to the Gonzales Crystal Theatre for advertising several events during the year. Alison Guerra Rodriguez seconded the motion. The motion prevailed by unanimous vote.

- 7. Discuss and Consider advertising at the San Antonio Stock Show and Rodeo.**
Loretta Shirley presented a proposal to advertise on ten benches at the San Antonio Stock Show and Rodeo for \$2,500.00.
Following discussion, Ken Morrow moved to recommend to City Council to fund up to \$2,500.00 for advertisement on ten benches at the San Antonio Livestock Show and Rodeo. Richard Tiller seconded the motion. The motion prevailed by unanimous vote.
- 8. Discuss and Consider adding additional POIs to the smart phone app and Tour Gonzales website.**
Loretta Shirley presented a proposal to add 100 points of interest to the Tour Gonzales App for \$1,250.00 till the end of the year. The contract for next year would cost \$10,000.00.
Following discussion, Ann Covert moved to approve funding up to \$1,250.00 for additional POIs to the smart phone app and Tour Gonzales website to cover cost till the end of the contract and approve renewing contract for \$10,000.00. Meena Patel seconded the motion. The motion prevailed by unanimous vote.
- 9. Discuss and Consider merry Main Street Texas monthly special section.**
Loretta Shirley presented a proposal to advertise in a special issue of Texas Monthly. The cost would be \$8,000.00 for ½ page.
Agenda Item #9 died for lack of motion.
- 10. Discuss and Consider TV advertising for Winterfest.**
Loretta Shirley presented a proposal for TV advertising for Winterfest to the committee. Advertising would run on KEYETV in Austin and Newscenter 25 Victoria.
Following discussion moved to approve to recommend to City Council to fund up to \$5,000.00 for TV advertising for Winterfest. Richard Tiller seconded the motion. The motion prevailed by unanimous vote.

Ann Covert and Richard Tiller left the meeting at 1:25 p.m.
- 11. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.**
Loretta Shirley presented the Marketing Report and gave an update on Facebook, TITA Travel Summit and Movie Premier Weekend.
- 12. Discuss marketing opportunity from Buxton.**
Tim Patek reported that Allen had given him information from Buxton to present to the committee to see if they would like them to come to Gonzales to give a presentation. Loretta Shirley and Alison Guerra Rodriguez will look into this and report back to the committee.
- 13. Report on Upcoming Events.**
Ground breaking for GG Steak House October 23rd at 10:00 a.m.
Winterfest
- 14. Financial Report.**
Financial Report was reviewed by the committee.
- 15. Report from Committee Members and Staff.**
Paul Frenzel addressed the committee about the advertising for Gonzales Pioneer Village Stars in the Village. He requested that before information be printed or placed on the website that it should be reviewed by people involved. An advertising sub-committee

consisting of Alison Guerra Rodriguez, Daisy Scheske and Loretta Shirley will meet to discuss advertising. Tim Patek reported that a new fountain and a Welcome to Gonzales sign have been placed on Market Square. Landscaping will hopefully be completed next week.

16. Next regular meeting will be November 13, 2014 at 12:30 p.m.

17. 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

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2014 - 09/30/2015**

	APPROVED	FUNDED
Gonzales Chamber of Commerce & Agriculture Approved by City Council September 2, 2014	\$5,000.00	
Historic Homes Association Approved by Committee 09/11/2014	\$1,500.00	
Rusted Gingham Approved by Committee 10/16/2014	\$2,000.00	
Central Texas Independent Cattlemen's Association Approved by Committee 10/16/2014 Approved by City Council 11/03/2014	\$2,500.00	
Gonzales Crystal Theatre Approved by Committee 10/16/2014 Approved by City Council 11/3/2014	\$10,000.00	
TOTAL	\$21,000.00	\$0.00
PROPOSED BUDGET	\$25,000.00	\$25,000.00
APPROVED FUNDING	\$21,000.00	
AVAILABLE FUNDS	\$4,000.00	\$25,000.00

RETURN SERVICE REQUESTED

CITY OF GONZALES
 HOTEL/MOTEL TAX FUND
 HOLD STATEMENTS
 GIVE TO ALLEN

Managing Your Accounts

	Branch Name	Sage Capital Bank
	Phone Number	(830) 672-8585
	Mail Address	P.O. Box 1940 Gonzales, TX 78629
	Online Access	www.sagecapitalbank.com

Summary of Accounts

Account Type	Account Number	Ending Balance
PF INT BEARING	XXXXXXXXX5350	\$798,379.41
Total Current Value		\$798,379.41

PF INT BEARING - XXXXXXXXX5350

Account Summary

Date	Description	Amount		Amount
10/01/2014	Beginning Balance	\$757,056.54	Average Ledger Balance	\$778,390.08
	1 Debit(s) this period	\$48,557.26		
	14 Credit(s) this period	\$89,880.13		
10/31/2014	Ending Balance	\$798,379.41		

Other Debits

Date	Description	Amount
10/06/2014	113494770 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	-\$48,557.26

Deposits

Date	Description	Amount
10/03/2014	DEPOSIT	\$41,049.06
10/14/2014	DEPOSIT	\$129.50
10/14/2014	DEPOSIT	\$4,498.98
10/16/2014	DEPOSIT	\$10,511.10
10/16/2014	DEPOSIT	\$15,882.61
10/17/2014	DEPOSIT	\$4,470.06
10/21/2014	DEPOSIT	\$1,249.15



PF INT BEARING - XXXXXXXXX5350 (continued)

Deposits (continued)

Date	Description	Amount
10/22/2014	DEPOSIT	\$247.45
10/23/2014	DEPOSIT	\$301.29
10/23/2014	DEPOSIT	\$8,877.13

Other Credits

Date	Description	Amount
10/01/2014	EARNINGS CREDIT CITY OF GONZALES ACCT ANALYSIS SEPTEMBER ST	\$107.07
10/08/2014	119492053 CORP INTERNET BANKING TRANSFER FROM PF INT BEA 8011141	\$0.03
10/08/2014	119475264 CORP INTERNET BANKING TRANSFER FROM PF INT BEA 8011141	\$2,162.60
10/15/2014	111290124 CORP INTERNET BANKING TRANSFER FROM PF INT BEA 38006649	\$394.10

Daily Balances

Date	Amount	Date	Amount	Date	Amount
10/01/2014	\$757,163.61	10/14/2014	\$756,446.52	10/21/2014	\$788,953.54
10/03/2014	\$798,212.67	10/15/2014	\$756,840.62	10/22/2014	\$789,200.99
10/06/2014	\$749,655.41	10/16/2014	\$783,234.33	10/23/2014	\$798,379.41
10/08/2014	\$751,818.04	10/17/2014	\$787,704.39		

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date
Total Overdraft Fees	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00

10-2-14

DEPOSIT TICKET	10/2/14
AMOUNT	41049.06
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10/2/14
TIME	10:00 AM
TOTAL CASH	41049.06
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 41049.06

⑆114913714⑆ ⑆02515350⑆ 009

20141003 \$41,049.06

10/2/14

DEPOSIT TICKET	10/2/14
AMOUNT	129.50
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10/2/14
TIME	10:00 AM
TOTAL CASH	129.50
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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www.SageCapitalBank.com

\$ 129.50

⑆114913714⑆ ⑆02515350⑆ 009

20141014 \$129.50

10/10/14

DEPOSIT TICKET	10/10/14
AMOUNT	4498.99
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10/10/14
TIME	10:00 AM
TOTAL CASH	4498.99
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 4498.99

⑆114913714⑆ ⑆02515350⑆ 009

20141014 \$4,498.98

10/15/14

DEPOSIT TICKET	10/15/14
AMOUNT	10511.10
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10/15/14
TIME	10:00 AM
TOTAL CASH	10511.10
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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\$ 10511.10

⑆114913714⑆ ⑆02515350⑆ 009

20141016 \$10,511.10

10-16-14

DEPOSIT TICKET	10-16-14
AMOUNT	15882.61
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-16-14
TIME	10:00 AM
TOTAL CASH	15882.61
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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\$ 15882.61

⑆114913714⑆ ⑆02515350⑆ 009

20141016 \$15,882.61

10-16-14

DEPOSIT TICKET	10-16-14
AMOUNT	4470.06
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-16-14
TIME	10:00 AM
TOTAL CASH	4470.06
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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\$ 4470.06

⑆114913714⑆ ⑆02515350⑆ 009

20141017 \$4,470.06

10-20-14

DEPOSIT TICKET	10-20-14
AMOUNT	1249.15
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-20-14
TIME	10:00 AM
TOTAL CASH	1249.15
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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\$ 1249.15

⑆114913714⑆ ⑆02515350⑆ 009

20141021 \$1,249.15

10-20-14

DEPOSIT TICKET	10-20-14
AMOUNT	247.45
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-20-14
TIME	10:00 AM
TOTAL CASH	247.45
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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\$ 247.45

⑆114913714⑆ ⑆02515350⑆ 009

20141022 \$247.45

10-20-14

DEPOSIT TICKET	10-20-14
AMOUNT	301.29
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-20-14
TIME	10:00 AM
TOTAL CASH	301.29
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
Financial Wisdom. Texas Roots.
www.SageCapitalBank.com

\$ 301.29

⑆114913714⑆ ⑆02515350⑆ 009

20141023 \$301.29

10-22-14

DEPOSIT TICKET	10-22-14
AMOUNT	8877.13
ACCOUNT	1000000000
BRANCH	1000000000
DATE	10-22-14
TIME	10:00 AM
TOTAL CASH	8877.13
CHECKS	
OTHER	

CITY OF GONZALES
HOTEL/MOTEL TAX FUND
P. O. BOX 547
GONZALES, TX 78629

Sage Capital Bank
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www.SageCapitalBank.com

\$ 8877.13

⑆114913714⑆ ⑆02515350⑆ 009

20141023 \$8,877.13

CITY OF GONZALES
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2014

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>810-TEXAS CAPITAL FUNDS</u>						
4-810.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-810.110 TEXAS CAPITAL GRANT FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
4-810.501 COURT SECURITY/TECHNOLOGY/CHI	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 810-TEXAS CAPITAL FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	685,000.00	90,143.36	90,143.36	13.16	0.00	594,856.64
4-811.801 INTEREST INCOME	<u>1,200.00</u>	<u>107.07</u>	<u>107.07</u>	<u>8.92</u>	<u>0.00</u>	<u>1,092.93</u>
TOTAL 811-HOTEL/MOTEL	686,200.00	90,250.43	90,250.43	13.15	0.00	595,949.57
<u>813-FORFEITURES</u>						
4-813.100 TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00
4-813.508 FORFEITURE INCOME	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 813-FORFEITURES	0.00	0.00	0.00	0.00	0.00	0.00
<u>814-MUNICIPAL COURT</u>						
4-814.100 TRANSFERS FROM GENERAL FUND	9,000.00	0.00	0.00	0.00	0.00	9,000.00
4-814.501 MUNICIPAL COURT FEES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL 814-MUNICIPAL COURT	9,000.00	0.00	0.00	0.00	0.00	9,000.00
*** TOTAL REVENUES ***	695,200.00	90,250.43	90,250.43	12.98	0.00	604,949.57

CITY OF GONZALES
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2014

500-RESTRICTED USE FUNDS
811-HOTEL MOTEL

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>2-SUPPLIES EXPENSE</u>						
7-811.202 POSTAGE	2,500.00	7.26	7.26	0.29	0.00	2,492.74
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	2,500.00	7.26	7.26	0.29	0.00	2,492.74
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	0.00	0.00	0.00	0.00	0.00	0.00
<u>4-CONTRACT/OPER SERVICES</u>						
7-811.401 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.402 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00
7-811.407 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.408 MEMBERSHIP DUES	3,000.00	35.00	35.00	1.17	0.00	2,965.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.411 SPECIAL CONTRACTS	22,000.00	0.00	0.00	0.00	0.00	22,000.00
7-811.412 CHAMBER OF COMMERCE	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.413 PIONEER VILLAGE	10,000.00	3,363.00	3,363.00	33.63	0.00	6,637.00
7-811.414 JB WELLS PARK	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.415 MAIN STREET	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.416 CRYSTAL THEATRE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.417 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.430 TRAVEL & TRAINING	5,000.00	0.00	0.00	0.00	0.00	5,000.00
TOTAL 4-CONTRACT/OPER SERVICES	75,000.00	3,398.00	3,398.00	4.53	0.00	71,602.00
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	6,061.96	6,061.96	3.67	0.00	158,938.04
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	60,000.00	625.00	625.00	1.04	0.00	59,375.00
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.520 MARKETING AND PROMOTIONS	15,000.00	1,802.22	1,802.22	12.01	0.00	13,197.78
7-811.521 SPECIAL PROJECTS	25,000.00	3,237.37	3,237.37	12.95	0.00	21,762.63
7-811.522 EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
7-811.524 GONZALES CO. JAIL MUSEUM	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	25,000.00	0.00	0.00	0.00	0.00	25,000.00
7-811.526 MEMORIAL MUSEUM	35,000.00	0.00	0.00	0.00	0.00	35,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	35.99	35.99	0.72	0.00	4,964.01
7-811.528 JB WELLS HOUSE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.529 RIVERSIDE MUSEUM	5,000.00	67.27	67.27	1.35	0.00	4,932.73
7-811.530 EXPO CENTER	100,000.00	0.00	0.00	0.00	0.00	100,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	464,000.00	11,829.81	11,829.81	2.55	0.00	452,170.19

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.202 POSTAGE
B E G I N N I N G B A L A N C E 0.00

10/31/14 11/03 B22762 Misc 101415 04654 TO ALLOCATE MONTHLY POSTAGE JE# 012680 7.26 7.26
===== OCTOBER ACTIVITY DB: 7.26 CR: 0.00 7.26
===== ACCOUNT TOTAL DB: 7.26 CR: 0.00

7-811.217 MISCELLANEOUS
B E G I N N I N G B A L A N C E 0.00

7-811.304 OFFICE EQPT & FURNITURE
B E G I N N I N G B A L A N C E 0.00

7-811.401 TELEPHONE
B E G I N N I N G B A L A N C E 0.00

7-811.402 UTILITIES
B E G I N N I N G B A L A N C E 0.00

7-811.407 TELEPHONE
B E G I N N I N G B A L A N C E 0.00

7-811.408 MEMBERSHIP DUES
B E G I N N I N G B A L A N C E 0.00

10/01/14 10/10 A65395 CHK: 101423 12460 MEMBERSHIP 2877 100114 35.00 35.00
===== OCTOBER ACTIVITY DB: 35.00 CR: 0.00 35.00
===== ACCOUNT TOTAL DB: 35.00 CR: 0.00

7-811.409 SUBSCRIPTIONS
B E G I N N I N G B A L A N C E 0.00

7-811.411 SPECIAL CONTRACTS
B E G I N N I N G B A L A N C E 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

7-811.412 CHAMBER OF COMMERCE
 BEGINNING BALANCE 0.00

7-811.413 PIONEER VILLAGE
 BEGINNING BALANCE 0.00

10/01/14 10/31 A66027 CHK: 101577 12534 3RD QTR 2014 1027 3RD QTR 2014 3,363.00 3,363.00
 ===== OCTOBER ACTIVITY DB: 3,363.00 CR: 0.00 3,363.00
 ===== ACCOUNT TOTAL DB: 3,363.00 CR: 0.00

7-811.414 JB WELLS PARK
 BEGINNING BALANCE 0.00

7-811.415 MAIN STREET
 BEGINNING BALANCE 0.00

7-811.416 CRYSTAL THEATRE
 BEGINNING BALANCE 0.00

7-811.417 INSURANCE
 BEGINNING BALANCE 0.00

7-811.430 TRAVEL & TRAINING
 BEGINNING BALANCE 0.00

7-811.502 ADVERTISING
 BEGINNING BALANCE 0.00

10/01/14 10/17 A65662 CHK: 101457 12479 GILBREATH OUTDOOR ADVERT 3341 5747 600.00 600.00
 10/07/14 10/17 A65619 CHK: 101485 12479 ADVERTISING 0668 242202 5,461.96 6,061.96
 ===== OCTOBER ACTIVITY DB: 6,061.96 CR: 0.00 6,061.96
 ===== ACCOUNT TOTAL DB: 6,061.96 CR: 0.00

7-811.503 ELECTRICAL LINE EXPENSE
 BEGINNING BALANCE 0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET-----DESCRIPTION-----	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
7-811.504				SIGNAGE & BANNERS					
				BEGINNING BALANCE					0.00
10/21/14	10/24	A65830	CHK: 101526	12515 BILL BOARD ADVERTISING	2532	64984		625.00	625.00
			=====	OCTOBER ACTIVITY DB:	625.00	CR:	0.00	625.00	
			=====	ACCOUNT TOTAL DB:	625.00	CR:	0.00		

7-811.519				PROMOTIONAL ITEMS					
				BEGINNING BALANCE					0.00

7-811.520				MARKETING AND PROMOTIONS					
				BEGINNING BALANCE					0.00
10/01/14	10/02	A65235	CHK: 101363	12432 MARKETING SERVICES	2895	1110		1,657.50	1,657.50
10/13/14	10/17	A65653	CHK: 101475	12479 12 COME & FRAC IT SHIRTS	2819	11250		144.72	1,802.22
			=====	OCTOBER ACTIVITY DB:	1,802.22	CR:	0.00	1,802.22	
			=====	ACCOUNT TOTAL DB:	1,802.22	CR:	0.00		

7-811.521				SPECIAL PROJECTS					
				BEGINNING BALANCE					0.00
10/01/14	10/31	A66053	CHK: 101576	12534 3RD QTR 2014	2899	3RD QTR 2014		3,237.37	3,237.37
			=====	OCTOBER ACTIVITY DB:	3,237.37	CR:	0.00	3,237.37	
			=====	ACCOUNT TOTAL DB:	3,237.37	CR:	0.00		

7-811.522				EVENTS					
				BEGINNING BALANCE					0.00

7-811.524				GONZALES CO. JAIL MUSEUM					
				BEGINNING BALANCE					0.00

7-811.525				HISTORIC PRESERVATION					
				BEGINNING BALANCE					0.00

7-811.526				MEMORIAL MUSEUM					
				BEGINNING BALANCE					0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2014 THRU Sep-2015

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST DATE TRAN # REFERENCE PACKET-----DESCRIPTION----- VEND INV/JE # NOTE -----AMOUNT----- -----BALANCE-----

7-811.527 EGGLESTON HOUSE
B E G I N N I N G B A L A N C E 0.00

10/01/14 10/17 A65588 CHK: 101458 12479 SINGLE FAUCET 0219 00661320 35.99 35.99
OCTOBER ACTIVITY DB: 35.99 CR: 0.00
ACCOUNT TOTAL DB: 35.99 CR: 0.00

7-811.528 JB WELLS HOUSE
B E G I N N I N G B A L A N C E 0.00

7-811.529 RIVERSIDE MUSEUM
B E G I N N I N G B A L A N C E 0.00
10/11/14 10/24 A65821 CHK: 101520 12515 RIVERSIDE & PD 1816 10/11/14 RIVERSIDE 67.27 67.27
OCTOBER ACTIVITY DB: 67.27 CR: 0.00
ACCOUNT TOTAL DB: 67.27 CR: 0.00

7-811.530 EXPO CENTER
B E G I N N I N G B A L A N C E 0.00

7-811.610 OFFICE FURNITURE & EQPT
B E G I N N I N G B A L A N C E 0.00

***** 000 ERRORS IN THIS REPORT! *****

** REPORT TOTALS ** --- DEBITS --- --- CREDITS ---
BEGINNING BALANCES: 0.00 0.00
REPORTED ACTIVITY: 15,235.07 0.00
ENDING BALANCES: 15,235.07 0.00
TOTAL FUND ENDING BALANCE: 15,235.07

SELECTION CRITERIA

FISCAL YEAR: Oct-2014 / Sep-2015
FUND: Include: 500
PERIOD TO USE: Oct-2014 THRU Sep-2015
TRANSACTIONS: BOTH

ACCOUNT SELECTION

ACCOUNT RANGE: 7-811.202 THRU 7-811.610
DEPARTMENT RANGE: - THRU -
ACTIVE FUNDS ONLY: NO
ACTIVE ACCOUNT ONLY: NO
INCLUDE RESTRICTED ACCOUNTS: NO
DIGIT SELECTION:

PRINT OPTIONS DETAIL

OMIT ACCOUNTS WITH NO ACTIVITY: NO
PRINT ENCUMBRANCES: NO
PRINT VENDOR NAME: NO
PRINT PROJECTS: NO
PRINT MONTHLY TOTALS: YES
PRINT GRAND TOTALS: NO
PRINT: INVOICE #
PAGE BREAK BY: NONE

*** END OF REPORT ***

October 20, 2014

Dear Mrs. Scheske,

Ed and I enjoyed visiting your town this past year and greatly enjoyed our personal tour with Mr. Frenzel. We are looking forward to the Home

Town in December.

Enclosed is a donation to the Donor's Chamber of Commerce for the furtherment of your history programs and events.

Also, when we come to visit in December we would like to talk with you about how we go about setting up an annual scholarship for a student graduating from the local high school who has an interest in history.

Hope you are having a great year and look forward to seeing you and your town again. D L