

GONZALES TOURISM ADVISORY COMMITTEE MEETING

Thursday, October 24, 2013
City Hall at 12:00 P.M.

AGENDA

1. Call to Order, Certification of Quorum.
2. Public/Citizens Comments.
3. Discuss and Approve minutes of September 26, 2013.
4. Discuss and Consider request for funding for repairs and renovations to Gonzales Memorial Museum.
5. Report by Marketing Consultant Regarding Advertising, Smart Phone App, Billboards, and Website.
6. Report on Upcoming Events.
7. Financial Report.
8. Report from Committee Members and Staff.
9. Discuss and consider changing standing date of committee meetings.
10. 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 _____ 17th _____ day of October, 2013 at 1:15 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, September 26, 2013
City Hall at 12:00 P.M.**

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:26 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Barbara Friedrich, and Tim Patek. Alison Rodriguez, Cindy Munson and Meena Patel were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public/Citizens Comments.
None**
- 3. Discuss and Approve minutes of August 22 and August 26, 2013.
Following discussion, Ken Morrow moved to approve the minutes of August 22 and August 26, 2013 minutes. Paul Frenzel seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discuss and Consider Central Texas Independent Cattlemen's Association request for funding.
Central Texas Independent Cattlemen's Association submitted an application for funding up to \$2,500.00 for advertising their event.
Following discussion, Ken Morrow moved to approved funding up to \$2,500.00 with the condition that the Tour Gonzales web site be added to all advertisement to Central Texas Independent Cattlemen's Association for their event to be held on October 25, 2013. These funds will be allotted from Special Projects line item in the budget. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.**
- 5. Discuss Advisory Committee Procedures.
The following procedures were discussed:
1) Gonzales Tourism Committee makes a recommendation for funding to City Council for approval.
2) A representative of the Tourism Committee to be at City Council Meetings. The committee can take turns to going to these meetings.
3) Individual requesting funds from Tourism Committee should attend the City Council meeting in order to answer any questions.**
- 6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.
Loretta Shirley recapped the written marketing report. She reported that she has been researching billboards and will have a report next month.**
- 7. Report on Upcoming Events.**

8. Financial Report.

Financial Report was reviewed by committee.

9. Report from Committee Members and Staff.

Ann Covert expressed her concerns has to how her request for funding was handled.

10. Next Regular Meeting will be October 24, 2013 at 12:00PM at City Hall.

11. No further matters were discussed. The meeting was adjourned by motion by Ken Morrow and seconded by Paul Frenzel.

Barbara Friedrich, Recording Secretary

1. Marketing Schedule – November & December 2013

Southern Living	1/3 Page	1-Nov-13	\$4,151.00
Texas Highways	Full Page	1-Dec-13	\$5,461.96
Texas Monthly	Full Page	1-Nov-13	\$9,504.00

2. Marketing Update

- a. Present and discuss billboard advertising information.
 - 1. Dos and Don'ts of Billboards for Destination Marketing
 - 2. Cost and Locations
 - 3. Design Ideas

- b. Present and discuss Search Engine Optimization and Digital Media Opportunities to increase web traffic and electronic reach.

- c. Advertising budget for year \$140,000, as of now about \$131,000 scheduled.

3. Smart Phone App Update

- a. Still waiting on Bar Z to get information out about new software that can enhance website and make it more interactive like the app.

4. App Stats, Web and Social Media Update

Tour Gonzales App Stats

Sept New Downloads	83
Region	% of Users
Austin	51.00%
Houston	11.00%
San Antonio	13.00%
DFW	18.00%
Corpus	7.00%

Tour Gonzales Website

July, 2013

Pageviews	6,377
New Visitors	79%

Tour Gonzales Facebook

Likes	102
# People Reached	7,677

5. Other Updates and Info

- a. September Direct leads/brochure requests from ads – 218
- b. September Visitors to Gonzales Memorial Museum – 221 (Only reported two weeks in Sept.)

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2013

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>						
4-810.110 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	164,600.00	42,601.00	343,083.47	208.43	0.00	(178,483.47)
4-811.801 INTEREST INCOME	<u>200.00</u>	<u>157.79</u>	<u>812.33</u>	<u>406.17</u>	<u>0.00</u>	<u>(612.33)</u>
TOTAL 811-HOTEL/MOTEL	164,800.00	42,758.79	343,895.80	208.67	0.00	(179,095.80)
<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	0.00	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00	0.00	0.00	0.00	0.00
*** TOTAL REVENUES ***	164,800.00	42,758.79	343,895.80	208.67	0.00	(179,095.80)

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2013

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	1,000.00	6.64	382.41	38.24	0.00	617.59
7-811.217 MISCELLANEOUS	<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 2-SUPPLIES EXPENSE	1,000.00	6.64	382.41	38.24	0.00	617.59
<u>3-MAINT/BLDG-EQUIP-STRUCT</u>						
7-811.304 OFFICE EQPT & FURNITURE	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>
TOTAL 3-MAINT/BLDG-EQUIP-STRUCT	500.00	0.00	0.00	0.00	0.00	500.00
<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	300.00	0.00	0.00	0.00	0.00	300.00
7-811.408 MEMBERSHIP DUES	2,000.00	0.00	0.00	0.00	0.00	2,000.00
7-811.409 SUBSCRIPTIONS	0.00	0.00	20.00	0.00	0.00	(20.00)
7-811.411 SPECIAL CONTRACTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.412 CHAMBER OF COMMERCE	5,000.00	0.00	5,000.00	100.00	0.00	0.00
7-811.413 PIONEER VILLAGE	5,000.00	1,376.45	5,000.00	100.00	0.00	0.00
7-811.414 JB WELLS PARK	5,000.00	0.00	7,070.00	141.40	0.00	(2,070.00)
7-811.415 MAIN STREET	5,000.00	0.00	5,000.00	100.00	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	<u>2,500.00</u>	<u>0.00</u>	<u>1,931.58</u>	<u>77.26</u>	<u>0.00</u>	<u>568.42</u>
TOTAL 4-CONTRACT/OPER SERVICES	24,800.00	1,376.45	24,021.58	96.86	0.00	778.42
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	90,000.00	7,050.11	89,836.44	99.82	0.00	163.56
7-811.503 ELECTRICAL LINE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-811.504 SIGNAGE & BANNERS	10,000.00	1,139.40	4,263.80	42.64	0.00	5,736.20
7-811.520 MARKETING AND PROMOTIONS	10,000.00	3,325.44	18,169.69	181.70	0.00	(8,169.69)
7-811.521 SPECIAL PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.522 EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
7-811.525 HISTORIC PRESERVATION	0.00	0.00	0.00	0.00	0.00	0.00
7-811.526 MEMORIAL MUSEUM	15,000.00	4,571.20	4,571.20	30.47	0.00	10,428.80
7-811.527 EGGLESTON HOUSE	2,500.00	1,400.00	1,400.00	56.00	0.00	1,100.00
7-811.528 JB WELLS HOUSE	5,000.00	0.00	2,499.82	50.00	0.00	2,500.18
7-811.529 RIVERSIDE MUSEUM	<u>5,000.00</u>	<u>123.04</u>	<u>1,169.61</u>	<u>23.39</u>	<u>0.00</u>	<u>3,830.39</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	137,500.00	17,609.19	121,910.56	88.66	0.00	15,589.44

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2013

500-RESTRICTED USE FUNDS

814-MUNICIPAL COURT

DEPARTMENT EXPENSES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-814.555 CHILD SAFETY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.556 COURT SECURITY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.557 COURT TECHNOLOGY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
7-814.558 JUDICIAL EFFICIENCY EXPENSE	<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 5-SPECIAL CHARGES EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
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TOTAL 814-MUNICIPAL COURT	0.00	0.00	0.00	0.00	0.00	0.00
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*** TOTAL EXPENSES ***	164,800.00	18,992.28	146,314.55	88.78	0.00	18,485.45

*** END OF REPORT ***

FUND : 500-RESTRICTED USE FUNDS
 DEPT : 810 TEXAS CAPITAL FUND

PERIOD TO USE: Apr-2013 THRU Mar-2014
 ACCOUNTS: 7-810.423 THRU 7-811.610

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

7-810.423 ENGINEERING
 BEGINNING BALANCE 0.00

7-810.502 ADVERTISING
 BEGINNING BALANCE 0.00

7-810.503 ELECTRICAL LINES
 BEGINNING BALANCE 0.00

7-810.504 WATER LINE EXPENSE
 BEGINNING BALANCE 0.00

7-810.505 WASTEWATER LINES
 BEGINNING BALANCE 0.00

7-810.510 ENVIRONMENTAL ASSESSMENT
 BEGINNING BALANCE 0.00

7-810.605 DRAINAGE
 BEGINNING BALANCE 0.00

7-810.621 SIDEWALKS
 BEGINNING BALANCE 0.00

DEPT: 811 HOTEL MOTEL

7-811.202 POSTAGE
 BEGINNING BALANCE 0.00

5/30/13	6/19	B18453	Misc	051315	03531	TO ALLOCATE MONTHLY POSTAGE	JE# 011060		110.68	110.68
			=====			MAY ACTIVITY	DB: 110.68	CR: 0.00	110.68	
6/13/13	6/14	A48758	CHK: 096533		11157	POSTAGE ADJUSTMENT- BROC 0299			2.75	113.43
6/30/13	7/18	B18761	Misc	061315	03605	TO ALLOCATE MONTHLY POSTAGE	JE# 011162		121.90	235.33
			=====			JUNE ACTIVITY	DB: 124.65	CR: 0.00	124.65	
7/16/13	8/23	A51654	CHK: 000000		11249	POSTAGE FOR SENDING MAIL 2931	514		6.52	241.85
7/31/13	8/01	B18920	Misc	071315	03656	TO ALLOCATE MONTHLY POSTAGE	JE# 011236		1.52	243.37
			=====			JULY ACTIVITY	DB: 8.04	CR: 0.00	8.04	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

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

8/30/13 9/03 B19156 Misc 081315 03723 ALLOCATE MONTHLY POSTAGE JE# 011330 132.40 375.77
===== AUGUST ACTIVITY DB: 132.40 CR: 0.00 132.40

9/30/13 10/02 B19435 Misc 091315 03795 TO ALLOCATE POSTAGE JE# 011448 6.64 382.41
===== SEPTEMBER ACTIVITY DB: 6.64 CR: 0.00 6.64

===== ACCOUNT TOTAL DB: 382.41 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

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

8/05/13 8/09 A51121 CHK: 097212 11314 TEXAS PARKS & WILDLIFE M 2706 080513 20.00 20.00
===== AUGUST ACTIVITY DB: 20.00 CR: 0.00 20.00

===== ACCOUNT TOTAL DB: 20.00 CR: 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

7-811.412 CHAMBER OF COMMERCE

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

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

B E G I N N I N G B A L A N C E 0.00

5/01/13 5/08 A47432 CHK: 095950 11059 SPECIAL CONTRACTS 1ST QU 0041 1ST QUARTER 2013 2,500.00 2,500.00
===== MAY ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00

8/07/13 8/16 A51234 CHK: 097246 11337 FUNDS FOR TOURISM RELATE 0041 080713 2,500.00 5,000.00
===== AUGUST ACTIVITY DB: 2,500.00 CR: 0.00 2,500.00

===== ACCOUNT TOTAL DB: 5,000.00 CR: 0.00

7-811.413 PIONEER VILLAGE

B E G I N N I N G B A L A N C E 0.00

5/28/13 5/30 A48094 CHK: 096231 11120 1ST QTR. FYE OCT 2013 1027 1ST QTR FYE OCT 13 3,623.55 3,623.55
===== MAY ACTIVITY DB: 3,623.55 CR: 0.00 3,623.55

9/30/13 10/04 A52867 CHK: 097721 11471 RECEIPTS FROM 4TH QTR 1027 093013 1,376.45 5,000.00
===== SEPTEMBER ACTIVITY DB: 1,376.45 CR: 0.00 1,376.45

===== ACCOUNT TOTAL DB: 5,000.00 CR: 0.00

7-811.414 JB WELLS PARK

B E G I N N I N G B A L A N C E 0.00

5/08/13 6/06 A48323 CHK: 096287 11145 TJHRA PROMOTIONAL ITEMS 0222 179692 7,070.00 7,070.00
===== MAY ACTIVITY DB: 7,070.00 CR: 0.00 7,070.00

===== ACCOUNT TOTAL DB: 7,070.00 CR: 0.00

7-811.415 MAIN STREET

B E G I N N I N G B A L A N C E 0.00

4/01/13 4/03 A46383 CHK: 095604 10946 FIREWORKS DISPLAY 7/04/2 2992 04012013 5,000.00 5,000.00
===== APRIL ACTIVITY DB: 5,000.00 CR: 0.00 5,000.00

===== ACCOUNT TOTAL DB: 5,000.00 CR: 0.00

7-811.417 INSURANCE

B E G I N N I N G B A L A N C E 0.00

7-811.430 TRAVEL & TRAINING

B E G I N N I N G B A L A N C E 0.00

4/02/13 4/02 P02209 PYEXP 00336 131.36 131.36

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/02/13	4/11	B17745	PYEXP	03262			JE# 010638		131.36CR	0.00
4/12/13	6/28	A49358	CHK: 000000	11205	CAKE AT HEB	2931	687853		8.50	8.50
4/24/13	6/28	A49326	CHK: 000000	11205	SOUTHWEST AIRLINES VCT	2931	04/25/2013		1,156.98	1,165.48
			=====	APRIL ACTIVITY	DB:	1,296.84	CR:	131.36CR	1,165.48	
5/03/13	6/28	A49332	CHK: 000000	11205	ICSC NEW YORK, NY	2931	05/03/2013		96.51	1,261.99
5/17/13	7/12	A50086	CHK: 000000	11225	WARRIOR WEEKEND SUPPLY &	2931	762175		134.59	1,396.58
5/28/13	5/30	A48140	CHK: 096249	11120	TRAVEL EXPENSE ADVANCE 5	3037	TRAVEL EXPENSE		200.00	1,596.58
			=====	MAY ACTIVITY	DB:	431.10	CR:	0.00	431.10	
8/20/13	9/23	A52456	CHK: 000000	11326	TTIA CONFERENCE TIM PATE	2931	200008863		335.00	1,931.58
			=====	AUGUST ACTIVITY	DB:	335.00	CR:	0.00	335.00	
			=====	ACCOUNT TOTAL	DB:	2,062.94	CR:	131.36CR		

7-811.502

ADVERTISING

B E G I N N I N G B A L A N C E

0.00

4/01/13	7/26	A50562	CHK: 096978	11276	MONTHLY BILLING FOR MAY	1044	461855		1,363.61	1,363.61
4/03/13	4/03	A46354	CHK: 095574	10944	E-BROADCAST ADVERTISING	3025	240904		2,850.00	4,213.61
4/12/13	6/06	A48505	CHK: 096374	11145	DOMAIN NAME REGIS. FEES	2895	1057		329.97	4,543.58
4/18/13	4/25	A46960	CHK: 095837	11013	ADVERTISEMENT SPREAD	2714	TM61453		11,880.45	16,424.03
4/18/13	4/25	A46964	CHK: 095823	11013	NOTEPADS	2819	9048		1,137.75	17,561.78
4/19/13	4/25	A46980	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	2013-26741		2,340.00	19,901.78
4/19/13	4/25	A46981	CHK: 095820	11013	FULL PAGE ADVERTISEMENT	3171	3012-8697		2,340.00	22,241.78
4/30/13	5/22	A47766	CHK: 096088	11093	CITY OF GONZALES REAL MA	0114	865386401		1,315.00	23,556.78
			=====	APRIL ACTIVITY	DB:	23,556.78	CR:	0.00	23,556.78	
5/01/13	5/08	A47468	CHK: 095981	11059	4 COLOR BANNER WIDE SKYS	2404	240899		375.00	23,931.78
5/01/13	5/08	A47469	CHK: 095981	11059	4 COLOR DEST SPOTLIGHT	2404	240901		600.00	24,531.78
5/01/13	6/14	A48716	CHK: 096434	11157	JUNE SUMMER CONCERT RET	0114	966418001		550.00	25,081.78
5/01/13	7/26	A50563	CHK: 096978	11276	MONTHLY BILLING FOR JUNE	1044	463422		1,363.61	26,445.39
5/04/13	6/06	A48504	CHK: 096290	11145	FULL PAGE COLOR FOR MAY	2867	579		375.00	26,820.39
5/17/13	6/06	A48467	CHK: 096356	11145	SA MAGAZINE-PRINT JUNE	2478	2013-8698		2,340.00	29,160.39
5/17/13	6/06	A48524	CHK: 096357	11145	MONTHLY STATEMENT	3171	2013-8698		2,340.00	31,500.39
5/23/13	6/06	A48513	CHK: 096384	11145	4 COLOR, 1/3 PAGE, DISPL	3024	237944		827.69	32,328.08
5/31/13	6/06	A48464	CHK: 096387	11145	4 COLOR BANNER WIDE SKYS	2404	240900		375.00	32,703.08
5/31/13	6/06	A48503	CHK: 096389	11145	FULL PAGE FOUR COLOR 12X	2840	2013-15104		2,200.00	34,903.08
5/31/13	6/14	A48715	CHK: 096434	11157	COG REAL MAGAZINE U 76	0114	865738901		1,630.00	36,533.08
			=====	MAY ACTIVITY	DB:	12,976.30	CR:	0.00	12,976.30	
6/01/13	6/14	A48821	CHK: 096444	11157	BROCHURES	1044	465119		1,363.61	37,896.69
6/06/13	6/19	A49009	VOID: 096357	11180	REVERSE VOIDED CHECK	3171	2013-8698		2,340.00CR	35,556.69
6/25/13	7/12	A49965	CHK: 096863	11224	GRAPIC DESIGN WESITE UPD	2895	1062		800.00	36,356.69
6/28/13	7/26	A50583	CHK: 097026	11276	E-NEWS SPOTLIGHT, WEB DI	2404	240902		1,250.00	37,606.69
6/28/13	7/26	A50584	CHK: 097026	11276	E-NEWS EXCL BANNER, WEB	2404	240903		700.00	38,306.69
6/30/13	7/12	A49972	CHK: 096823	11224	COFG/JULY REAL MAGAZINE	0114	866783001		1,630.00	39,936.69
6/30/13	7/19	A50310	CHK: 096949	11246	INTERNET PREMIUM BOX	2714	IN62743		892.50	40,829.19
			=====	JUNE ACTIVITY	DB:	6,636.11	CR:	2,340.00CR	4,296.11	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
7/01/13	7/19	A50260	CHK: 096892	11246 ADVERTISING	1044	466937		1,363.61	42,192.80
7/18/13	7/26	A50534	CHK: 097018	11276 BROCHURE FOR TOURISM	0230	81744		130.00	42,322.80
7/30/13	8/09	A51118	CHK: 097214	11314 ADVERTISING	2404	240127		2,140.00	44,462.80
7/31/13	8/16	A51346	CHK: 097276	11337 WEB DISPLAY	2404	240898		495.00	44,957.80
			=====	JULY ACTIVITY DB:		4,128.61	CR: 0.00	4,128.61	
8/01/13	8/16	A51313	CHK: 097233	11337 RACK CARDS	1044	468703		1,363.61	46,321.41
8/01/13	9/13	A52034	CHK: 097470	11402 REAL MAGAZINE SEPT 2013	0114	867613501		2,345.00	48,666.41
8/12/13	8/22	A51557	CHK: 097334	11348 JULY ADVERTISING RESEARC	2895	1066		1,025.00	49,691.41
8/12/13	8/22	A51558	CHK: 097334	11348 MARKETING SERVICES 08/07	2895	1067		1,657.50	51,348.91
8/12/13	8/22	A51561	CHK: 097337	11348 TX STATE TRAVEL GUIDE	3024	241953		10,906.22	62,255.13
8/13/13	8/16	A51305	CHK: 097275	11337 ANNUAL THLA MEMBERSHIP	0926	013-26099		321.16	62,576.29
8/14/13	8/22	A51560	CHK: 097337	11348 ADVERTISEMENT IN TEXAS H	3024	237946		5,461.93	68,038.22
8/16/13	8/22	A51552	CHK: 097329	11348 SAN ANTONIO MAGAZINE	2478	2013-8699		2,340.00	70,378.22
8/16/13	8/22	A51566	CHK: 097330	11348 AUSTIN MONTHLY	3171	2013-26742		2,340.00	72,718.22
8/18/13	8/30	A51781	CHK: 097396	11369 TEXAS MONTHLY	2714	TM63307		9,503.85	82,222.07
8/23/13	8/30	A51755	CHK: 097360	11369 FINANCE CHARGES	1044	058665		69.26	82,291.33
8/30/13	9/13	A52146	CHK: 097532	11402 WEB DISPLAY	2404	242194		495.00	82,786.33
			=====	AUGUST ACTIVITY DB:		37,828.53	CR: 0.00	37,828.53	
9/01/13	9/13	A52111	CHK: 097478	11402 AUS, SA, CC, SEGUIN, HOUSTON	1044	470228		1,363.61	84,149.94
9/01/13	9/13	A52185	CHK: 097530	11402 ADVERTISING SEPT/OCT NOV	3255	40007763		5,686.50	89,836.44
			=====	SEPTEMBER ACTIVITY DB:		7,050.11	CR: 0.00	7,050.11	
			=====	ACCOUNT TOTAL DB:		92,176.44	CR: 2,340.00CR		

7-811.503 ELECTRICAL LINE EXPENSE
B E G I N N I N G B A L A N C E 0.00

7-811.504 SIGNAGE & BANNERS
B E G I N N I N G B A L A N C E 0.00

4/16/13	4/17	A46749	CHK: 095741	10996 SIGN FOR INDEPENDENCE GO	3140	7995-1		1,812.50	1,812.50
			=====	APRIL ACTIVITY DB:		1,812.50	CR: 0.00	1,812.50	
5/23/13	6/06	A48312	CHK: 096300	11145 SAFETY SNAPS AND ROPE	0219	00633803		64.01	1,876.51
5/30/13	6/06	A48500	CHK: 096364	11145 MESH STREET BANNER	2819	9160		1,232.41	3,108.92
			=====	MAY ACTIVITY DB:		1,296.42	CR: 0.00	1,296.42	
6/28/13	7/03	A49642	CHK: 096752	11213 U BOLT PLATE & BIT SNAP	0219	00635706		15.48	3,124.40
			=====	JUNE ACTIVITY DB:		15.48	CR: 0.00	15.48	
9/11/13	9/13	A52174	CHK: 097518	11402 BURMA SHAVE SIGNS 44X16	2819	9608		900.00	4,024.40
9/11/13	9/25	A52581	CHK: 097658	11433 GALV U CHANNEL POST	0224	0050035		239.40	4,263.80
			=====	SEPTEMBER ACTIVITY DB:		1,139.40	CR: 0.00	1,139.40	
			=====	ACCOUNT TOTAL DB:		4,263.80	CR: 0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

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

7-811.520 MARKETING AND PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

4/11/13	4/25	A46963	CHK: 095823	11013	DECALS AND APPLICATIONS	2819	9016		423.80	423.80
4/18/13	4/25	A46965	CHK: 095823	11013	RACK CARDS	2819	9049		6,075.00	6,498.80
4/18/13	4/25	A46966	CHK: 095823	11013	PROMOTIONS 10,000 BROCHU	2819	9050		3,880.00	10,378.80
4/27/13	5/22	A47703	CHK: 096060	11093	CELL SERVICE	1071	2682-05052013		37.20	10,416.00
			=====	APRIL ACTIVITY	DB:	10,416.00	CR:	0.00	10,416.00	
5/27/13	6/20	A49102	CHK: 096566	11175	04/28/2013-05/27/2013 BI	1071	06052013		37.00	10,453.00
			=====	MAY ACTIVITY	DB:	37.00	CR:	0.00	37.00	
6/27/13	7/19	A50262	CHK: 096887	11246	BILL ENDING 6/27/13	1071	06/27/13 BILL		6.69	10,459.69
6/28/13	7/03	A49648	CHK: 096777	11213	BROCHURES FOR TOURISM	0230	81575		448.00	10,907.69
			=====	JUNE ACTIVITY	DB:	454.69	CR:	0.00	454.69	
7/27/13	8/09	A51077	CHK: 097150	11314	6/28/13-7/27/13 MONTHLY	1071	6/28/13-7/27/13		37.00	10,944.69
			=====	JULY ACTIVITY	DB:	37.00	CR:	0.00	37.00	
8/20/13	9/23	A52474	CHK: 000000	11326	MUGS	2931	DM1105053		1,135.13	12,079.82
8/26/13	8/30	A51782	CHK: 097386	11369	BALLPOINT PEN & PEN BOX	2819	9464		844.89	12,924.71
8/29/13	9/13	A52169	CHK: 097518	11402	SOFT ENAMEL PINS	2819	9501		1,919.54	14,844.25
			=====	AUGUST ACTIVITY	DB:	3,899.56	CR:	0.00	3,899.56	
9/11/13	9/13	A52112	CHK: 097469	11402	MAIN BILLING7/28/13-8/27	1071	287002322682X9/5/1		37.00	14,881.25
9/11/13	9/13	A52175	CHK: 097521	11402	LORETTA SHIRLEY	2895	1070		1,657.50	16,538.75
9/26/13	9/26	C19405	RCPT 00666729	04804	GEDC COFFE MUGS PROMOTION				567.56CR	15,971.19
9/27/13	10/04	A52904	CHK: 097764	11471	TOUR GONZALES BROCHURE	2819	9713		2,198.50	18,169.69
			=====	SEPTEMBER ACTIVITY	DB:	3,893.00	CR:	567.56CR	3,325.44	
			=====	ACCOUNT TOTAL	DB:	18,737.25	CR:	567.56CR		

7-811.521 SPECIAL PROJECTS
B E G I N N I N G B A L A N C E 0.00

7-811.522 EVENTS
B E G I N N I N G B A L A N C E 0.00

7-811.525 HISTORIC PRESERVATION
B E G I N N I N G B A L A N C E 0.00

7-811.526 MEMORIAL MUSEUM

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
B E G I N N I N G B A L A N C E								0.00	
9/25/13	10/04	A52800	CHK: 097769	11471 BROCHURES FOR MUSEUM	0230	117816A		1,371.20	1,371.20
9/27/13	10/04	A52913	CHK: 097793	11471 PAINT FENCE AT MUSEUM	3130	803210		1,600.00	2,971.20
9/27/13	10/04	A52915	CHK: 097795	11471 PAINT FENCE AT MUSEUM	3131	803209		1,600.00	4,571.20
===== SEPTEMBER ACTIVITY DB:					4,571.20	CR:		0.00	4,571.20
===== ACCOUNT TOTAL					DB: 4,571.20	CR:		0.00	

7-811.527	EGGLESTON HOUSE								
B E G I N N I N G B A L A N C E								0.00	
9/27/13	10/04	A52912	CHK: 097792	11471 PAINT FENCE AT EGGLESTON	3130	803208		700.00	700.00
9/27/13	10/04	A52914	CHK: 097794	11471 PAINT FENCE AT EGGLESTON	3131	803207		700.00	1,400.00
===== SEPTEMBER ACTIVITY DB:					1,400.00	CR:		0.00	1,400.00
===== ACCOUNT TOTAL					DB: 1,400.00	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	
7/03/13	7/12	A49940	CHK: 096836	11224 RECEIPTS FOR MAINTENANCE	1130	070313		2,499.82	2,499.82
===== JULY ACTIVITY					DB: 2,499.82	CR:		0.00	2,499.82
===== ACCOUNT TOTAL					DB: 2,499.82	CR:		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	
5/21/13	6/06	A48449	CHK: 096314	11145 PHONE AND INTERNET	1816	0000141785-004-5		129.46	129.46
===== MAY ACTIVITY					DB: 129.46	CR:		0.00	129.46
6/21/13	7/03	A49677	CHK: 096757	11213 6/21/13 BILLING	1816	6/21/2013 BILLING		89.77	219.23
===== JUNE ACTIVITY					DB: 89.77	CR:		0.00	89.77
7/21/13	8/02	A50815	CHK: 097077	11301 BILL ENDING 7/21/2013	1816	BILL END 7/21/13		71.76	290.99
===== JULY ACTIVITY					DB: 71.76	CR:		0.00	71.76
8/21/13	9/06	A51947	CHK: 097439	11382 RIVERSIDE REPAIR ON A/C	2674	5141		755.58	1,046.57
===== AUGUST ACTIVITY					DB: 755.58	CR:		0.00	755.58
9/11/13	9/25	A52621	CHK: 097644	11433 RIVERSIDE ENDING 9/11/13	1816	RIVERSIDE 9/11/13		123.04	1,169.61
===== SEPTEMBER ACTIVITY DB:					123.04	CR:		0.00	123.04
===== ACCOUNT TOTAL					DB: 1,169.61	CR:		0.00	

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-810.423 THRU 7-811.610

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

7-811.610 OFFICE FURNITURE & EQPT
 BEGINNING BALANCE 0.00

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

** REPORT TOTALS **	---	DEBITS ---	---	CREDITS ---
BEGINNING BALANCES:		0.00		0.00
REPORTED ACTIVITY:		149,353.47		3,038.92CR
ENDING BALANCES:		149,353.47		3,038.92CR

SELECTION CRITERIA

FISCAL YEAR: Apr-2013 / Mar-2014
FUND: Include: 500
PERIOD TO USE: Apr-2013 THRU Mar-2014
TRANSACTIONS: BOTH

ACCOUNT SELECTION

ACCOUNT RANGE: 7-810.423 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 ***