

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Thursday, September 26, 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 August 22 and August 26, 2013.**
- 4. Discuss and Consider Central Texas Independent Cattlemen's Association request for funding.**
- 5. Discuss Advisory Committee Procedures.**
- 6. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.**
- 7. Report on Upcoming Events.**
- 8. Financial Report.**
- 9. Report from Committee Members and Staff.**
- 10. Next Regular Meeting will be October 24, 2013 at 12:00PM at City Hall.**
- 11. 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 19th day of September, 2013 at 4:15 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, August 22, 2013
City Hall at 12:00 P.M.**

M I N U T E S

Barbara Crozier, Paul Frenzel, Ken Morrow, Tim Patek, and Barbara Friedrich were present. Members absent were Richard Tiller, Cindy Munson, Daisy Scheske, Meena Patel, Ann Covert, and Alison Rodriguez. Marketing Consultant Loretta Shirley was also present.

Vice Chairman Barbara Crozier closed the meeting at 12: 15 p.m. as a quorum of Board Members was not in attendance. The next meeting was set for August 26, 2013. No matters were discussed.

Barbara Friedrich, Recording Secretary

GONZALES TOURISM ADVISORY COMMITTEE MEETING

**Monday, August 26, 2013
City Hall at 12:00 P.M.**

MINUTES

- 1. Chair Richard Tiller called the meeting to order at 12:00 pm and certified a quorum with Paul Frenzel, Ann Covert, Barbara Crozier, Richard Tiller, Ken Morrow, Cindy Munson, Barbara Friedrich, Tim Patek, and Daisy Scheske. Alison Rodriguez and Meena Patel were absent. Marketing consultant Loretta Shirley was also present.**
- 2. Public/Citizens Comments – There were no public comments.**
- 3. Discuss and Approve minutes of July 25, 2013. – Following discussion, Ken Morrow moved to approve the minutes of July 25, 2013. Barbara Crozier seconded the motion. The motion prevailed by unanimous vote.**
- 4. Discussion & Consideration of Gonzales Historic Homes Association' Request for Funding. Vicki Frenzel representative of the Historic Homes Association submitted an application for funding up to \$1,000.00 for advertising the Winterfest Homes Tour in 2013. Following discussion, Ann Covert moved to approve funding up to \$1,000.00 to the Historic Homes Association for advertising the Winterfest Homes Tour in 2013. Funds are to be allotted from Special Projects. Ken Morrow seconded the motion. The motion prevailed by unanimous vote.**
- 5. Discussion & Consideration of Road Signs. Paul Frenzel reported that the road signs on 183 North, 183 South, and 90A West needed repairs. Signs for 90A East have been made, but have not been put up. He suggested getting ISF to place the signs. Following discussion, Barbara Crozier moved to approve funding up to \$1,465.00 for repair and replacement of the road signs. Cindy Munson seconded the motion. The motion prevailed by unanimous vote.**
- 6. Discussion & Consideration of Gonzales Brochures It was reported that the committee needed to re-order the Gonzales Brochure and Map. Following discussion, Paul Frenzel moved to approve re-ordering the Gonzales Brochure and Map. Ken Morrow seconded the motion. The motion prevailed by unanimous vote.**
- 7. Discussion & Consideration of Marketing Plan for 10/1/2013 – 09/30/2014. Loretta Shirley gave a review of the revisions she had made on the Marketing Plan for 10/1/2013-09/30/2014. Following discussion, Cindy Munson moved to approve the Marketing Plan for 10/1/2013 – 09/30/2014 and to recommend the approval from City Council at the September 5, 2013 City Council Meeting.**

- 8. Discussion & Consideration of twenty points of interest for businesses.**
Loretta Shirley reported that as discussed in the June 2013 Tourism Advisory Committee Meeting plans were made to add 20 businesses to the Tour Gonzales App at no charge. She presented a flyer to the committee which outlines the information and details for local business owners. Information will be distributed to business owners via City of Gonzales Website, Chamber of Commerce Email Blast, Newspaper Press Release and Facebook.
- 9. Report by Marketing Consultant Regarding Advertising, Smart Phone App, and Website.**
Loretta Shirley submitted a written report to the Committee.
- 10. Report on Upcoming Events.**
Upcoming Events:
 First Shot Cook-off
 Jamaica
- 11. Financial Report.**
Financials were reviewed by the Committee.
- 12. Report from Committee Members and Staff.**
Committee was reminded that several items pertaining to the Tourism Committee would be on the August 27th City Council Agenda. It was suggested that committee members have a rotation to attend the City Council Meetings.
Loretta Shirley reported that she would be attending TTIA in Marble Falls on Wednesday. Barbara Friedrich reported that Tim Patek would be attending the TTIA meeting in Corpus Christi in September.
- 13. Next Regular Meeting will be September 26, 2013 at 12:00PM at City Hall.**
- 14. No further matters were discussed. Meeting was adjourned at 12:55 by motion by Paul Frenzel and seconded by Ken Morrow.**

Barbara Friedrich, Recording Secretary

APPLICATION

Organization Information

Date: September 19, 2013
Name of Organization: Central Texas Independent Cattlemen's Association-
Address: P O Box 344 All Breed Bull & Female Sale
City, State, Zip: Gonzales, Texas 78629
Contact Name: W. R. (Billy Bob) Low
Contact Phone Number: 830.857.3324
Web Site Address for Event or Sponsoring Entity: _____
Is your organization: Non-Profit Private/For Profit _____
Tax ID #: 23-7395217 Entity's Creation Date: _____
Purpose of your organization: To promote and sell cattle

Name of Event or Project: Central Texas All Breed Bull & Female Sale
Date of Event or Project: Friday - October 25, 2013
Primary Location of Event or Project: J B Well Show Barn
Amount Requested: \$2500.00
How will the funds be used? To advertise event.

Primary Purpose of Funded Activity/Facility: Promote the cattle industry and raise scholarship funds.

Percentage of Hotel Tax Support of Related Costs

18 Note Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax
0 Note Percentage of Total **Facility Costs** Covered by Hotel Occupancy
Tax for _____ the Funded Event.
0 Note Percentage of **Staff Costs** Covered by Hotel Occupancy Tax for the
Funded Event.

If staff costs are covered, estimate percentage of time staff spends annually on the
funded event(s) compared to other activities _____

Check Which Categories Apply to Funding Request and Amount Requested Under Each Category:

1. **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both

 2. **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants:

 3. **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity.

 4. **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms:

 5. **Historical restoration and preservation projects or activities or advertising and conducting solicitation** and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums;

 - XXX 6. **Expenses including promotional expenses, directly related to a ~~sporting~~ event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the city or its vicinity.**
\$2500.00
-
-

Sporting Related Event Funding:

If the event is a sporting related function/facility: How many individuals are expected to participate? _____

If the event is a sporting related function/facility: How many of the participants are expected to be from another city or county? _____

If the event is a sporting related function/facility: Quantify how the funded activity will substantially increase economic activity at hotel and motels within the city or its vicinity?

Questions for all Funding Requests:

How many years have you held this Event or Project: This is our 4th year.

Expected Attendance: @250

How many people attending the Event or Project will use Gonzales hotels, motels or bed & breakfasts? @50+

How many nights will they stay? 1 to 2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No

Please list other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

City	Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Gonzales	10-2009	\$2500.00	40
Gonzales	10-2010	\$2500.00	50
Gonzales	10-2012	\$2500.00	50

How will you measure the impact of your event on area hotel activity?

Survey

Please list other organization, government entities and grants that have offered financial support to your project: None

Please check all promotion efforts your organization is coordinating and the amount financially committed to each media outlet;

Paid Advertising XXXX Newspaper XRadio XXX TV _____

Press Release to Media _____ Direct Mailing to out of town recipients 2000+

Other _____

What areas does your advertising and promotion reach?

Texas, Oklahoma, Louisiana, Missouri, Alabama, Mississippi

What number of individuals will your proposed marketing reach that are located in another city or county? 6000+

(If a permanent facility (e.g.museum, visitor center)

Expected Attendance Monthly/Annually: _____(Please note percentage of those in Attendance that are Staying at Area Hotels/Lodging Facilities: _____

Advertising Budget for 2013\$6,500

2012 Advertising.....Total Expense \$5,004.58

Gonzales Inquirer

KCTI

Country World

Down on the Farm Radio (Larry Marble) on KKYX

Gulf Coast Farmer Rancher

Ranchers Exchange

Bryan/College Station Eagle

Weekly Livestock Reporter

Southern Livestock Standard

DVS Productions

Gross Sales.....\$415,700.00

Total Head Sold....350

Bay, Missouri

Baytown, Texas

Conroe, Texas

George West, Texas

Navasota, Texas

El Campo, Texas

San Antonio, Texas

Burkeville, Texas

Brenham, Texas

Mission, Texas

McCoy, Texas

Baytown, Texas

Castroville, Texas

Sugarland, Texas

Manvel, Texas

Stonewall, Texas

1. Marketing Schedule – November 2013

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

2. Marketing Update

- a. Researching billboard add opportunities and statistics at City Council request.
- b. REAL Magazine in Austin no longer publishing.
- b. Update from TTIA Summit, present Texas Tourism ad plan

3. Smart Phone App Update

- a. Adding new businesses to app.

4. Web and Social Media Update

Tour Gonzales App Stats

August New Downloads	128
Region	% of Users
Austin	26.00%
Houston	30.00%
San Antonio	12.00%
DFW	21.00%
Corpus	11.00%

Tour Gonzales Website

July ,2013

Pageviews	6,141
New Visitors	82%

Tour Gonzales Facebook

Likes	101
# People Reached	2,044

5. Other Updates and Info

- a. August Direct leads/brochure requests from ads – 235
- b. August Visitors to Gonzales Memorial Museum - 519



Humanities Texas
Gonzales Schedule
Traveling Exhibitions

Annexation: Celebrating Texas Statehood

September 17 - 24 Victoria College-Gonzales Campus
September 26 - October 8 Gonzales County Jail Museum (Old Jail)
October 10 - 18 Gonzales High School

Lone Star and Eagle: German Immigration to Texas

November 13 - 22 Victoria College-Gonzales Campus
December 2 - January 3 Riverside School Community Center

The Way Things Were: Texas Settlers & Their Buildings, 1860s - 1930s

November 13 - 22 Gonzales High School
December 2 - January 3 Gonzales County Jail Museum (Old Jail)

Africa in the Americas: Slavery in Spanish and Portuguese Realms

January 20-25 Gonzales County Jail Museum (Old Jail)
January 27-31 Riverside School Community Center
February 3-12 Gonzales High School
February 13-21 Victoria College-Gonzales Campus

Crossroads of Empire: Early Printed Maps of the American Southwest

March 14 - 22 Gonzales County Jail Museum (Old Jail)
March 24 - April 4 Victoria College-Gonzales Campus
April 7 - 11 Gonzales High School
April 12 - 22 Riverside School Community Center

Vaquero: Genesis of the Texas Cowboy

April 25 - May 6 Gonzales County Jail Museum (Old Jail)
May 8 - 17 Riverside School Community Center
May 19 - 23 Gonzales High School
May 26 - 30 Victoria College-Gonzales Campus

Rural Texas Women At Work, 1930-1960

June 10 - 19 Victoria College-Gonzales Campus
June 20 - July 6 Gonzales County Jail Museum (Old Jail)
July 7 - 12 Riverside School Community Center

Voces Americanas: Latino Literature in the United States

July 29 - August 10 Gonzales County Jail Museum (Old Jail)
August 11 - August 25 Riverside School Community Center
August 26 - September 1 Victoria College-Gonzales Campus

*These eight exhibits are sponsored by the
Gonzales County Historical Commission and
Thomas Shelton Chapter, Daughters of the American Revolution
through grants from Humanities Texas, the state affiliate of the
National Endowment for the Humanities, and the
City of Gonzales Tourism*

CITY OF GONZALES
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 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	45,172.63	300,482.47	182.55	0.00	(135,882.47)
4-811.801 INTEREST INCOME	<u>200.00</u>	<u>142.72</u>	<u>654.54</u>	<u>327.27</u>	<u>0.00</u>	<u>(454.54)</u>
TOTAL 811-HOTEL/MOTEL	164,800.00	45,315.35	301,137.01	182.73	0.00	(136,337.01)
<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	45,315.35	301,137.01	182.73	0.00	(136,337.01)

FINANCIAL STATEMENT

AS OF: AUGUST 31ST, 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	132.40	375.77	37.58	0.00	624.23
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	132.40	375.77	37.58	0.00	624.23
<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	20.00	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	2,500.00	5,000.00	100.00	0.00	0.00
7-811.413 PIONEER VILLAGE	5,000.00	0.00	3,623.55	72.47	0.00	1,376.45
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>1,596.58</u>	<u>63.86</u>	<u>0.00</u>	<u>903.42</u>
TOTAL 4-CONTRACT/OPER SERVICES	24,800.00	2,520.00	22,310.13	89.96	0.00	2,489.87
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	90,000.00	37,828.53	82,786.33	91.98	0.00	7,213.67
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	0.00	3,124.40	31.24	0.00	6,875.60
7-811.520 MARKETING AND PROMOTIONS	10,000.00	2,764.43	13,709.12	137.09	0.00	(3,709.12)
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	0.00	0.00	0.00	0.00	15,000.00
7-811.527 EGGLESTON HOUSE	2,500.00	0.00	0.00	0.00	0.00	2,500.00
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>755.58</u>	<u>1,046.57</u>	<u>20.93</u>	<u>0.00</u>	<u>3,953.43</u>
TOTAL 5-SPECIAL CHARGES EXPENSE	137,500.00	41,348.54	103,166.24	75.03	0.00	34,333.76

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

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

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 OVERDUE POSTAGE 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

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

===== ACCOUNT TOTAL DB: 375.77 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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.411 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
 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

===== ACCOUNT TOTAL DB: 3,623.55 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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.430

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
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
			-----		ACCOUNT TOTAL	DB:	1,727.94	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

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	-----AMOUNT-----	-----BALANCE-----
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	
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
			=====	SEPTEMBER ACTIVITY DB:	900.00	CR:	0.00	900.00	
			=====	ACCOUNT TOTAL DB:	4,024.40	CR:	0.00		

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Apr-2013 THRU Mar-2014

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.520 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	
8/26/13	8/30	A51782	CHK: 097386	11369	BALLPOINT PEN & PEN BOX	2819	9464		844.89	11,789.58
8/29/13	9/13	A52169	CHK: 097518	11402	SOFT ENAMEL PINS	2819	9501		1,919.54	13,709.12
			=====	AUGUST ACTIVITY	DB:	2,764.43	CR:	0.00	2,764.43	
9/11/13	9/13	A52112	CHK: 097469	11402	MAIN BILLING7/28/13-8/27	1071	287002322682X9/5/1		37.00	13,746.12
9/11/13	9/13	A52175	CHK: 097521	11402	LORETTA SHIRLEY	2895	1070		1,657.50	15,403.62
			=====	SEPTEMBER ACTIVITY	DB:	1,694.50	CR:	0.00	1,694.50	
			=====	ACCOUNT TOTAL	DB:	15,403.62	CR:	0.00		

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
 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: Apr-2013 THRU Mar-2014

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

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
ACCOUNT TOTAL DB: 1,046.57 CR: 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: 137,968.11 2,471.36CR
ENDING BALANCES: 137,968.11 2,471.36CR

**GONZALES TOURISM COMMITTEE
SPECIAL PROJECTS
APPROVED BY CITY COUNCIL
10/01/2013 - 09/30/2014**

Gonzales Chamber of Commerce & Agriculture Approved by City Council July 2, 2013	\$5,000.00
Old Jail Museum Visitor Center Approved by City Council August 6, 2013	\$5,000.00
Rusted Gingham Approved by City Council August 6, 2013	\$3,500.00
Historic Homes Association Approved by Committee August 26, 2013	\$1,000.00
TOTAL	<hr/> \$14,500.00
PROPOSED BUDGET	\$25,000.00
APPROVED FUNDING	\$14,500.00
AVAILABLE FUNDS	<hr/> \$10,500.00