

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, December 7, 2016

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:03pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Paul Frenzel, Clint Hille, Chris Kappmeyer, Ann Covert, Holly Danz, Alison Guerra, Ken Morrow; **Members absent:** none ; **Ex officio present:** none; **Staff present:** Sami Jo Warren, JB Wells, Gary Schurig, Museum Director; **City Officials present:** Barbara Friedrich, Genora Young; **Guests:** Sarah Tenberg, Daisy Scheske Freeman

Public Comments: Guests introduced themselves. Media contract spreadsheet was passed around for review and the cuts that were made were discussed. Gary Schurig shared a story regarding a couple from New Zealand that visited the museum this past summer, as well as gave visitor numbers. Sami Jo Warren brought a list/flyers of upcoming events at JB Wells; light festival and rodeo/Joe Nichols concert. She also stated that the Tejano bands/dances are bringing in about 1,000 people each time. Go Texan Steak night brings in about 500 people from 18 or so different counties in Texas. Also in talks with an inflatable house company for a play day. Genora Young discussed that TXTN has come to the city, asking if there are any projects available for them to do. They will be working around town thru the end of December. Texas Independent Relay is also coming back to Gonzales in March.

1. Approval of Minutes: The minutes of the November 3, 2016 meetings were approved unanimously without corrections.

Action Items:

2. **Presentation of Visit Widget of Gonzales, Texas.** This company has requested this presentation to be moved to January, so they will be attending next month's meeting.
3. **Discuss and Consider Certified Folder Display Service, Inc.** To save money, the board could decide not to renew this service for next year. Genora Young recommended that we do as much free advertising as we can. We can place our brochures at all Texas Travel Information Centers in the state for free, we only pay for shipping to these facilities; currently 13 centers in Texas. Dawn O'Donnell moved to not renew the service with Certified Folder Display Service, Ann Covert seconded. Motion carries unanimously.
4. **Discuss resignation of Marketing Consultant and ongoing plan for marketing.** Jesse Holt has resigned. The brochures are close to being finished, hoping to print before Christmas. Personal Impressions has stepped up to assist with the design/printing of the brochures. Social media is

still in the works and a volunteer has come forward to handle the social media aspect, Gerri Lawing. Genora Young will handle any contract issues. Holly Danz moved to accept the resignation of the marketing consultant, Dawn O'Donnell seconded; motion carries unanimously.

Reports

5. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Contracts for billboards are being reviewed. Artwork for Victoria College billboard has been approved and should be going up soon. Genora Young discussed that she will be working on our website, and will be contacting a past intern to assist. Gerri Lawing and Barbara Crozier will be handling the Rick Green video. Credit card to use for social media has not be issued yet.
6. **Report from Strategic Planning Committee.** Holly Danz discussed the committee meeting held in November. Biggest changes discussed were budget cuts and how we can save money; process to be put in place on how we can get behind those individuals that come to us requesting funds and how we can help their event; how we can get behind the Expo center to fill it and increase their revenue, would like to see their calendar of events at every monthly meeting. It was also proposed that our board members make 2 presentations a year to organizations in our surrounding areas to educate that we have this facility available for rental. It was also discussed to move the meeting time, and extend the meeting as needed. Barbara Crozier also noted that the board could explore grant options.
7. **Report from advisory members on Event Development.** We have an event coming up in the spring. 4 homes have committed to a garden and grounds tour during the first weekend of May; more details to come.
8. **Report on Upcoming Events.** GISD Education Foundation Casino Night Fundraiser taking place on Jan. 28, 2017 at the Expo. Stars in the Village December 9th and 10th.
9. **Financial Report.** Promotional items on hand will be used up before any new are ordered. Budget cuts have been made.
10. **Staff Report.** Barbara Friedrich discussed Winterfest celebration. Despite weather, turnout was decent. Breakfast with Santa served 150, this will be planned to do it again next year.
11. **Set date and time of next regular meeting.** January 12, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Dawn O'Donnell, the meeting was adjourned at 12:43pm

Holly Danz, Secretary