

# GONZALES CONVENTION AND VISTOR BUREAU

Thursday, December 8, 2016  
Gonzales Municipal Building at 12:00 P.M.

## AGENDA

### CALL TO ORDER AND CERTIFICATION OF QUORUM

### PUBLIC COMMENTS

The public comments section of the meeting is for citizens to address the advisory committee as a whole

### APPROVAL OF MINUTES

1. Approval of November 3, 2016 Minutes

### ACTION ITEMS

2. Presentation of Visit Widget for Gonzales, Texas
3. Discuss and Consider Certified Folder Display Service, Inc
4. Discuss resignation of Marketing Consultant and ongoing plan for marketing

### REPORTS

5. Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied
6. Report from Strategic Planning Committee
7. Report from advisory members on Event Development
8. Report on Upcoming Events
  - a. Casino Night Fundraiser – January 28, 2017
9. Financial Report
10. Staff Report
11. Next regular meeting will be January 12, 2017

### 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](http://www.cityofgonzales.org) the 5th day of December 2016 at 10:30 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: the Gonzales Inquirer, and the Gonzales Cannon. This meeting may be attended by a quorum of City Council members. The Mayor and/or City Council have been invited to attend and/or participate in the following event. Although a quorum of the members of the City Council may or may not be available to attend this event, this notice is being posted to meet the requirements of the Texas Open Meetings Act and subsequent of the Texas Attorney General's Office. It is the opinion of the City Attorney's office that this meeting is being held and conducted in accordance with Chapter 551 of the Texas Government Code.

  
\_\_\_\_\_  
**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.

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, November 3, 2016

City Hall ~ 820 St. Joseph

12:30pm

**Call to Order and Certification of Quorum**

Chairman Crozier called the meeting to order at 12:32pm. A quorum was declared present.

**Members present:** Barbara Crozier, Dawn O'Donnell, Paul Frenzel, Clint Hille, Chris Kappmeyer, Ken Morrow, Ann Covert, Holly Danz; **Members absent:** Alison Guerra; **Ex officio present:** none; **Staff present:** Jesse Holt, Marketing Consultant, Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich; **Guests:** Glenda Gordon, Sarah Tenberg

**Public Comments:** Glenda Gordon, chair of the Gonzales County Historical Commission, reported on the interpretive panel project for 2016. Last project of the year is the WWI panel, and will be placed near the WWI cannon near Fair Street. Further panels will be developed in 2017, as well as the planning of refurbishing the rock fountain at the Gonzales State Park. Anne Dollary introduced herself to the group, she is the manager of the JB Wells Expo. She stated the Expo has bookings each month, even though many in the community don't know that the Expo even exists. This board may be able to help advertise the Expo. Clint Hille asked about a calendar of events for the Expo; there is one available online.

1. **Approval of Minutes:** The minutes of the October 13, 2016 meetings were approved unanimously without corrections.

**Action Items:**

2. **Application for funding from Rusted Gingham.** Barbara Crozier presented application, as Suzanne Sexton was not available. This is the 3<sup>rd</sup> year to request funds; she is requesting a lower amount this year. Funds will be used to cover the cost of the band for both days of the event. Ken Morrow moved to approve the request of \$1200, Holly Danz seconded; motion passed unanimously.
3. **Brochure, Visitor Guide, and tear away maps.** Jesse Holt presented on visitor guide and brochure. Sample brochure was passed around. These will be placed in racks in locations along I-10. Volunteers were asked to proof the brochure (Holly, Glenda, Sarah). Layout, color scheme, content was discussed. Visitor guide and tear away map will be the next projects once brochure is finished. Will be ordering 10,000 copies of brochure.
4. **Google and Facebook process.** We are missing social media opportunities right now because this board does not have a credit card to use for paid campaigns. Barbara has brought this up to Genora Young, and a card will be set up for us by the financial officer. Limit of \$100/month.

5. **Full Calendar of events sharing & reporting process.** Problem we've had is to have a central location for community events to be placed. If we had a Facebook presence, different members of the community could have access to this page and be able to post events. Efforts have been made in the past to collect community events, but no process has been sustainable. The tourism website does have a feature that people can add events to a calendar. Jesse can start sharing that feature. Dawn, Ann, and Chris were asked to come up with a list of organizations in the community that should be contacted to add their events. Jesse can then make these contacts.
6. **Setting time and date for a Strategic Plan meeting.** After board meeting, volunteers that will be part of this planning discussion are asked to set a time and date to meet.
7. **Convention and Visitors Bureau/relationship to Expo Center.** Chris Kappmeyer asked what is the relationship between the CVB and the Expo/convention center. Either we need to be a strong proponent for the Expo or we need to take "convention" out of our board name. Expo manager was asked if she advertises or markets the center in any way, and she currently does not. Their currently is no business plan on how to make the expo successful. Easiest thing we can do is add the expo to all sites and publications so others know it's available. Also possibly doing a newspaper article. Chris asks that this meeting, in the future, be expanded for an hour and a half instead of an hour; and that Anne attend next month's meeting with financial information in hopes of it furthering our knowledge of how we can help.
8. **Past 2 year's Come & Take It report.** Daisy Scheske will be attending next month's meeting with this report. Chris Kappmeyer asks that this report be on the past 3 years, instead of 2 years. He would like to see what the benchmark was, and where we are now.
9. **Brochure distribution.** We may need to put money towards a hired person who is in charge of making sure that racks and locations are full of brochures and are on display. Brochures don't do any good if they are in a box under a table. Chris suggested mailing the brochures out, Barbara disagreed that may not be the best route. Having an individual to make contact with the businesses and organizations would be better. This will be a topic for the strategic plan meeting.

## Reports

10. **Report by Marketing Consultant.** The list of 32 things to do in Gonzales was passed around, any suggestions will be considered. Billboards were also passed around; Homes tour and Lighted parade will go up next. Would like to do a "Stars in the Village" board. Ad in the Texas State travel guide and Houston House and Home ad were displayed. JGI billboards are approved, and awaiting installation. We are in Texas Highways in November, but not December. Website is still being updated. Barbara and Jesse would like to meet with Rick Green and get 3 solid videos and move forward. Ken Marrow asked Jesse how much time she has available for this board. Tuesdays and Thursdays are dedicated to city needs, which includes this board. She has a budget of \$22,000. Further discussion will be held on Jesse's role and responsibilities.
11. **Report from advisory members on Event Development.** No report.
12. **Report on Upcoming Events.** Radio Meet & Greet, Rusted Gingham Barn Sale, Veteran's Day Celebration, Interpretive Panel Dedication, Small Business Saturday, Winterfest

13. **Financial Report.** Substantial drop in funds and our revenues will not be funding our events this year. Will have to bite into our fund balance.
14. **Staff Report.** Barbara Friedrich discussed Happy Fall Y'all. The square was full, the theatre was full, the restaurants and bars were busy. Was a great event.
15. **Set date and time of next regular meeting.** Thursday, December 8<sup>th</sup> at 12:30pm.

Chairman asked for a motion to adjourn. Dawn O'Donnell moved that we adjourn. With a second from Ken Marrow, the meeting was adjourned at 1:37pm

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Holly Danz, Secretary



CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

SALESPERSON: 081900 - Joseph Trevino  
 ADVERTISER ID: 112627  
**SHIP TO:**  
 ADVERTISER: City of Gonzales  
 CONTACT: Jessie Holt  
 EMAIL: jessie\_lee006@yahoo.com  
 ADDRESS1: PO Box 547  
 ADDRESS2:  NEW ADDRESS:  
 CITY: Gonzales  
 STATE: TX ZIP: 78629  
 PHONE: (830) 672-2815 FAX: (830) 672-2813

FEDERAL TAX ID: \_\_\_\_\_  
 PO NUMBER: \_\_\_\_\_  
**BILL TO:**  
 ADVERTISER: City of Gonzales  
 CONTACT: Carolyn Gibson-Baros, EDD  
 WEB SITE: \_\_\_\_\_  
 ADDRESS1: PO Box 547  
 ADDRESS2: \_\_\_\_\_  
 CITY: Gonzales  
 STATE: TX ZIP: 78629  
 PHONE: (830) 672-2815 FAX: (830) 672-2813

**RENEWAL**  
 DATE: 07/07/2016  
 CONTRACT: 16-0098602 REV: 00001  
 START DATE: 06/01/2016  
 END DATE: 05/31/2017

**NAME OF BROCHURE / PUBLICATION:**  
 Gonzales TX  
 INVENTORY ID NUMBER: 008522

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTHS	GROSS FEE	OVER/IM	GOVT	COMPET	NET FEE
1-VM-2-SW/SA	San Antonio (Super Cities)	379	06/01/16	05/31/17	647.45	12	7,769.40	-621.55	-357.39	-679.05	6,111.41
1-VM-1-SW/SS	I-10 W/Houston to Sequin	58	06/01/16	05/31/17	97.00	12	1,164.00	-93.12	-53.54	-101.73	915.60
1-VM-1-SW/AU	Austin	176	06/01/16	05/31/17	309.20	12	3,710.40	-296.83	-170.68	-324.29	2,918.60
1-VM-1-SW/CC	Corpus Christi	157	06/01/16	05/31/17	276.90	12	3,322.80	-265.82	-152.85	-290.41	2,613.71
1-VM-2-SW/HO	Houston (Super Cities)	276	06/01/16	05/31/17	501.60	12	6,019.20	-481.54	-276.88	-526.08	4,734.70

**COMMENTS/SPECIAL INSTRUCTIONS:**

**APPROVED BY ADVERTISER**  
 AGREEMENT TO TERMS Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.  
 Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_

**APPROVED BY (Certified Folder Display corporate office)**  
 Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_  
 Print Date: July 07, 2016 at 4:14 PM

**MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)**  
 Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	May	Jun	Jul	Aug	Sept	Oct
0.00	0.00	4,323.51	1,441.17	1,441.17	1,441.17	1,441.17
Nov	Dec	Jan	Feb	Mar	Apr	1,441.15
1,441.17	1,441.17	1,441.17	1,441.17	1,441.17	1,441.17	1,441.15

**Total Net Fee** = 17,294.02  
**PREPAYMENT OPTION (Please check one)**  Yes  No  
**Prepayment Discount** percentage (8.00)  
**TOTAL PREPAID FEE (Plus any applicable tax)** = \$ 15,910.49  
 (1383.53)

**TERMS:** The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

All fees billed 30 days in advance of service



CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifieddisplay.com

**DISTRIBUTION SERVICE AGREEMENT**

RENEWAL

SALESPERSON: 081900 - Joseph Trevino  
 ADVERTISER ID: 112627  
 PEF: 13-0080609

FEDERAL TAX ID: \_\_\_\_\_  
 PO NUMBER: \_\_\_\_\_  
**SHIP TO:**  
 ADVERTISER: City of Gonzales  
 CONTACT: Tim Patek  
 EMAIL: tpatek@cityofgonzales.org  
 WEBSITE: \_\_\_\_\_  
 ADDRESS1: PO Box 547  
 ADDRESS2: \_\_\_\_\_  
 CITY: Gonzales  
 STATE: TX ZIP: 78629  
 PHONE: (830) 672-2815 FAX: (830) 672-2813  
 NEW ADDRESS: \_\_\_\_\_  
 ADDRESS2: \_\_\_\_\_  
 CITY: Gonzales  
 STATE: TX ZIP: 78629  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

DATE: 02/07/2014  
 CONTRACT: 14-0084821 REV: 00001  
 START DATE: 04/01/2014  
 END DATE: 03/31/2015

NAME OF BROCHURE / PUBLICATION:  
 Gonzales TX

INVENTORY ID NUMBER: 008522

We will distribute the above entered items in the area or areas set forth below. Display shall be on a single postal basis. Minimum distribution period is 1 consecutive month.

CODE	DISTRIBUTION PROGRAM AREA	# SITES	START DATE	END DATE	MONTHLY FEE	# MONTHS	GROSS FEE	GOVT	COMPET	TOTAL NET FEE
1-VM-2-SW/SA	San Antonio (Super Cities)	381	04/01/14	03/31/15	595.55	12	7,146.60	-574.73	-328.74	5,996.28
1-VM-1-SW/SS	I-10 W/Houston to Seguin	53	04/01/14	03/31/15	84.50	12	1,014.00	-81.12	-35.45	850.79
1-VM-1-SW/AU	Austin	171	04/01/14	03/31/15	295.70	12	3,548.40	-283.87	-163.23	2,977.25
1-VM-1-SW/CC	Corpus Christi	142	04/01/14	03/31/15	246.40	12	2,956.80	-236.54	-103.37	2,480.87
1-VM-2-SW/HO	Houston (Super Cities)	273	04/01/14	03/31/15	441.80	12	5,301.60	-424.13	-185.34	4,448.25

COMMENTS/SPECIAL INSTRUCTIONS:

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

APPROVED BY ADVERTISER

Signature: [Signature]  
 Name (print): Tim Patek  
 Title: PSR Director Date: 4/14/14

APPROVED BY (Certified Folder Display corporate office)

Signature: \_\_\_\_\_  
 Name (print): \_\_\_\_\_  
 Title: \_\_\_\_\_ Date: \_\_\_\_\_

MONTHLY BILLING SCHEDULE (for only applicable sales tax)  
 (Payments are normally due 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.)

Month	Amount	Month	Amount
Mar 1,396.12	1,396.12	May 1,396.12	1,396.12
Apr 1,396.12	1,396.12	Jun 1,396.12	1,396.12
May 1,396.12	1,396.12	Jul 1,396.12	1,396.12
Jun 1,396.12	1,396.12	Aug 1,396.12	1,396.12
Jul 1,396.12	1,396.12	Sep 1,396.12	1,396.12
Aug 1,396.12	1,396.12	Oct 1,396.12	1,396.12
Sep 1,396.12	1,396.12	Nov 1,396.12	1,396.12
Oct 1,396.12	1,396.12	Dec 1,396.12	1,396.12
Nov 1,396.12	1,396.12	Jan 1,396.12	1,396.12
Dec 1,396.12	1,396.12	Feb 1,396.12	1,396.12

PREPAYMENT OPTION (Please check one)  
 Yes  No

Gross Total Fee = 16,753.44  
 Prepayment Discount = 1,340.27  
 TOTAL NET FEE (Plus any applicable tax) = \$ 15,413.17

TERMS: The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid a late charge of 1.12% per month or 13% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

All fees billed 30 days in advance of service.

## Strategic Planning Meeting

November 17, 2016

Members present: Barbara Crozier, Ann Covert, Chris Kappmeyer, Holly Danz, Jesse Holt

Barbara met with city officials and reductions were made to the current budget for this board. Reduced the advertising budget from \$165,000 to \$100-110,000. With what has already been spent, this leaves us with \$55,000 for the remainder of our fiscal year. Budget of \$45,000 for special projects remained the same.

Reviewed our mission statement, with emphasis being put on the last sentence: Make Gonzales the #1 ranked city on the list of top Texas towns to be visited.

Through Barbara's meeting, it was clarified that Jessie Holt, our marketing consultant, does not have an official contract with us/City of Gonzales. This board would like to put together a suggested job description for her, and clarify her scope of work.

Advertising – with \$55,000 left, we need to be mindful of where this money is spent. Some print ads have been reduced in size. Billboard contracts need to be reviewed to see where money can be saved. Credit card should be issued soon, so that Jessie can be posting/boosting ads on Facebook. Chris would like to see a process put in place to advertise that money is available for new events held in Gonzales. Final discussion led to a decision to ask all committee members to make 2 presentations a year to civic organizations/clubs or other interested parties to inform them that money is available for events and we would support them with advertising, etc. The latter would require us to put a process in place defining what this advertising would look like.

Expo – bottom line is we need to advertise it so that it stays filled up and receiving its own income. We would like to put together a job description for Anne Dollery and Sami Jo Warren, and present them to the council as our suggestions. We would also like to put together some kind of incentive for Anne to market the expo and pull in bigger groups who could book it for days at a time. We want to see a calendar of Expo events, both private and public, at every board meeting. If there are public events, we want to advertise them and do what we can to support them. In terms of marketing, perhaps a standalone billboard advertising the expo, getting in front of clubs/organizations who may need the space, and reaching out to business associations to let them know it's available.

It was decided to move the monthly meetings to begin at 12pm instead of 12:30pm, making it a working lunch, and extending the length of the meeting to an hour and a half.

Ann reviewed a list of internal issues, including grant writing. Are we able to write grants? Who does this? Holly volunteered to look into the grant writing. There is nothing limiting us from applying for grants.

# Casino Night Fundraiser

## January 28, 2017

The Gonzales ISD Education Foundation will be hosting a Casino Night on Saturday January 28, 2017. This event will feature an evening of excitement with Las Vegas style gaming, including all of your favorite games such as blackjack, craps, roulette and poker, as well as dinner and the opportunity to win fabulous prizes!

*Black Jack*  
*Craps*

*VIP Table 8000*

Table for 10 includes dinner, \$1,000 in chips (per guest) and reserved table.  
Doors Open 6:00pm - Dinner 6:30 pm

*Roulette*  
*Poker*



*Vegas Attire*

Individual Tickets - \$50 each  
Ticket includes dinner and \$1000 in chips.

*Win great prizes!*

For more information contact:  
education.foundation@gonzalesisd.net



For Questions, Call (830) 672-8585  
 P.O. Box 1840  
 Gonzales, Texas 78029



CITY OF GONZALES  
 HOTEL / MOTEL TAX FUND 30  
 P O DRAWER 547 5  
 GONZALES TX 78629 0

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PF INT BEARING ACCOUNT 2515350

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AVERAGE BALANCE	663,859.39	LAST STATEMENT 10/31/16	671,373.05
		6 CREDITS	19,755.56
		2 DEBITS	23,277.97
		THIS STATEMENT 11/30/16	667,850.64

----- DEPOSITS -----

REF #	DATE	AMOUNT	REF #	DATE	AMOUNT	REF #	DATE	AMOUNT
	11/16	4,071.34		11/22	6,396.32		11/29	4,159.23
	11/18	2,506.88		11/23	2,354.76			

----- OTHER CREDITS -----

DESCRIPTION	DATE	AMOUNT
EARNINGS CR ACCT ANALYSIS OCTOBER	11/01	267.03

----- OTHER DEBITS -----

DESCRIPTION	DATE	AMOUNT
114442910 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	11/10	13,648.73
111152012 CORP INTERNET BANKING TRANSFER TO CHECKING 38006649	11/18	9,629.24

----- I N T E R E S T -----

AVERAGE LEDGER BALANCE:	.00	INTEREST EARNED:	.00
INTEREST PAID THIS PERIOD:	.00	DAYS IN PERIOD:	
		ANNUAL PERCENTAGE YIELD EARNED:	.00%

\* \* \* C O N T I N U E D \* \* \*



CITY OF GONZALES

=====  
 PF INT BEARING ACCOUNT 2515350  
 =====

- - - ITEMIZATION OF OVERDRAFT AND RETURNED ITEM FEES - - -

*****				
*		TOTAL FOR	TOTAL	*
*		THIS PERIOD	YEAR TO DATE	*
-----				
*	TOTAL OVERDRAFT FEES:	\$ .00	\$ .00	*
*	TOTAL RETURNED ITEM FEES:	\$ .00	\$ .00	*
*****				

- - - - - DAILY BALANCE - - - - -

DATE.....	BALANCE	DATE.....	BALANCE	DATE.....	BALANCE
11/01	671,640.08	11/18	654,940.33	11/29	667,850.64
11/10	657,991.35	11/22	661,336.65		
11/16	662,062.69	11/23	663,691.41		

DATE	MEMO	AMOUNT	CHECK NO.	DEPOSIT
11-16-16				
CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 847 GONZALES, TX 78029		Sage Capital Bank Financial Wisdom. Texas Roots. www.SageCapitalBank.com		\$ 4071.34
⑆114913711⑆ ⑆02515350⑆ 009				

\$4,071.34 11/16/2016

DATE	MEMO	AMOUNT	CHECK NO.	DEPOSIT
11-17-16				
CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 847 GONZALES, TX 78029		Sage Capital Bank Financial Wisdom. Texas Roots. www.SageCapitalBank.com		\$ 2506.88
⑆114913711⑆ ⑆02515350⑆ 009				

\$2,506.88 11/18/2016

DATE	MEMO	AMOUNT	CHECK NO.	DEPOSIT
11-21-2016				
CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 847 GONZALES, TX 78029		Sage Capital Bank Financial Wisdom. Texas Roots. www.SageCapitalBank.com		\$ 6394.32
⑆114913711⑆ ⑆02515350⑆ 009				

\$6,396.32 11/22/2016

DATE	MEMO	AMOUNT	CHECK NO.	DEPOSIT
11-27-16				
CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 847 GONZALES, TX 78029		Sage Capital Bank Financial Wisdom. Texas Roots. www.SageCapitalBank.com		\$ 2354.76
⑆114913711⑆ ⑆02515350⑆ 009				

\$2,354.76 11/23/2016

DATE	MEMO	AMOUNT	CHECK NO.	DEPOSIT
11-28-16				
CITY OF GONZALES HOTEL/MOTEL TAX FUND P. O. BOX 847 GONZALES, TX 78029		Sage Capital Bank Financial Wisdom. Texas Roots. www.SageCapitalBank.com		\$ 4159.23
⑆114913711⑆ ⑆02515350⑆ 009				

\$4,159.23 11/29/2016

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
11/04/16	12/02	A90292		14364	150 W, (2) GE200W& 200W	0294	5839264		12.66	96.85
11/11/16	12/02	A90349		14364	MONTHLY BILLING	1816	11/11/2016		78.26	175.11
					NOVEMBER ACTIVITY DB:	96.87	CR:	0.00	96.87	
					ACCOUNT TOTAL DB:	175.11	CR:	0.00		

7-811.530 EXPO CENTER  
 BEGINNING BALANCE 0.00

7-811.531 CITY SPECIAL EVENTS  
 BEGINNING BALANCE 0.00

7-811.532 TOURISM WEEK  
 BEGINNING BALANCE 0.00

7-811.533 NEW EVENTS  
 BEGINNING BALANCE 0.00

7-811.534 ONE-TIME EVENTS/EXPENSES  
 BEGINNING BALANCE 0.00

7-811.610 OFFICE FURNITURE & EQPT  
 BEGINNING BALANCE 0.00

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

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	35,391.44	6,897.80CR
ENDING BALANCES:	35,391.44	6,897.80CR
TOTAL FUND ENDING BALANCE:	28,493.64	



FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2016

500-RESTRICTED USE FUNDS

REVENUES	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>811-HOTEL/MOTEL</u>						
4-811.109 HOTEL OCCUPANCY TAX	400,000.00	19,488.53	49,199.64	12.30	0.00	350,800.36
4-811.801 INTEREST INCOME	<u>2,000.00</u>	<u>267.03</u>	<u>523.97</u>	<u>26.20</u>	<u>0.00</u>	<u>1,476.03</u>
TOTAL 811-HOTEL/MOTEL	402,000.00	19,755.56	49,723.61	12.37	0.00	352,276.39
*** TOTAL REVENUES ***	402,000.00	19,755.56	49,723.61	12.37	0.00	352,276.39

## FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2016

## 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	5,000.00	0.00	0.00	0.00	0.00	5,000.00
7-811.217 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 2-SUPPLIES EXPENSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
<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	8,000.00	0.00	0.00	0.00	0.00	8,000.00
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	1,872.00	8.51	0.00	20,128.00
7-811.412 CHAMBER OF COMMERCE	20,000.00	0.00	( 24.46)	0.12-	0.00	20,024.46
7-811.413 PIONEER VILLAGE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.414 JB WELLS PARK	10,000.00	524.76	524.76	5.25	0.00	9,475.24
7-811.415 MAIN STREET	20,000.00	41.91	657.21	3.29	0.00	19,342.79
7-811.416 CRYSTAL THEATRE	10,000.00	0.00	0.00	0.00	0.00	10,000.00
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	409.97	8.20	0.00	4,590.03
TOTAL 4-CONTRACT/OPER SERVICES	105,000.00	566.67	3,439.48	3.28	0.00	101,560.52
<u>5-SPECIAL CHARGES EXPENSE</u>						
7-811.502 ADVERTISING	165,000.00	6,980.00	11,952.21	7.24	0.00	153,047.79
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	4,150.00	7,800.00	13.00	0.00	52,200.00
7-811.519 PROMOTIONAL ITEMS	12,000.00	0.00	4,026.84	33.56	0.00	7,973.16
7-811.520 MARKETING AND PROMOTIONS	15,000.00	0.00	0.00	0.00	0.00	15,000.00
7-811.521 SPECIAL PROJECTS	45,000.00	0.00	0.00	0.00	0.00	45,000.00
7-811.522 INDEPENDENCE RELAY	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	50,000.00	0.00	0.00	0.00	0.00	50,000.00
7-811.527 EGGLESTON HOUSE	5,000.00	0.00	0.00	0.00	0.00	5,000.00
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	96.87	175.11	3.50	0.00	4,824.89
7-811.530 EXPO CENTER	88,150.00	0.00	0.00	0.00	0.00	88,150.00
7-811.531 CITY SPECIAL EVENTS	12,000.00	0.00	0.00	0.00	0.00	12,000.00
7-811.532 TOURISM WEEK	3,000.00	0.00	0.00	0.00	0.00	3,000.00

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2016

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
7-811.533 NEW EVENTS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
7-811.534 ONE-TIME EVENTS/EXPENSES	10,000.00	0.00	0.00	0.00	0.00	10,000.00
TOTAL 5-SPECIAL CHARGES EXPENSE	522,150.00	11,226.87	23,954.16	4.59	0.00	498,195.84
<u>6-CAPITAL OUTLAY EXPENSE</u>						
7-811.610 OFFICE FURNITURE & EQPT	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 6-CAPITAL OUTLAY EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL 811-HOTEL MOTEL	632,150.00	11,793.54	27,393.64	4.33	0.00	604,756.36
	=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***	632,150.00	11,793.54	27,393.64	4.33	0.00	604,756.36

\*\*\* END OF REPORT \*\*\*



FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

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
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
7-811.411			SPECIAL CONTRACTS							
				B E G I N N I N G	B A L A N C E					0.00
10/30/16	11/18	A89885	CHK: 108480	14334	MARKETING CONSULTING HOU 3603		16-OCT		1,872.00	1,872.00
			=====		OCTOBER ACTIVITY DB: 1,872.00		CR: 0.00		1,872.00	
			=====		ACCOUNT TOTAL DB: 1,872.00		CR: 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
10/01/16	11/18	A89662	CHK: 108516	14334	HOTEL/MOTEL FUNDING	0041	10/01/2016		6,654.55	6,654.55
10/14/16	10/17	A89116	VOID: 108265	14309	REVERSE VOIDED CHECK	0041	3RD QTR 2016		6,679.01CR	24.46CR
			=====		OCTOBER ACTIVITY DB: 6,654.55		CR: 6,679.01CR		24.46CR	
			=====		ACCOUNT TOTAL DB: 6,654.55		CR: 6,679.01CR			

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

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

7-811.413 PIONEER VILLAGE  
 B E G I N N I N G B A L A N C E 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

11/15/16	12/02	A90273	14364	BRUSHES, LINER, GLOSS BL	0219	00699670	385.00	385.00	
11/28/16	12/02	A90274	14364	SANDING BLOCK	0219	00699801	26.94	411.94	
11/28/16	12/02	A90293	14364	SANDING BLOCK RUBBER	0294	5839953	5.98	417.92	
11/30/16	12/02	A90247	14364	TOWELL WYPALL X 60 POP U	0219	00699935	180.00CR	237.92	
11/30/16	12/02	A90275	14364	BRUSHES, GLOSS BLACK, WY	0219	00699934	264.84	502.76	
11/30/16	12/02	A90276	14364	TOWELL WYPALL X 60 POP U	0219	00699936	22.00	524.76	
			=====	NOVEMBER ACTIVITY	DB:	704.76	CR:	180.00CR	524.76
			=====	ACCOUNT TOTAL	DB:	704.76	CR:	180.00CR	

7-811.415 MAIN STREET  
 B E G I N N I N G B A L A N C E 0.00

10/10/16	10/28	A89158	CHK: 108421	14285	LAG SCREW, WIRE CONNECTO	0130	50173940	93.20	93.20
10/11/16	10/28	A89146	CHK: 108388	14285	RETURNED ON DCF RC114 SE	0097	1615484-00	16.01CR	77.19
10/11/16	10/28	A89147	CHK: 108388	14285	1-POLE, 2-8 OUTDOOR LC,	0097	1612050-00	306.01	383.20
10/12/16	10/28	A89150	CHK: 108388	14285	1" SER CONNECTOR	0097	1613313-00	8.92	392.12
10/12/16	10/28	A89227	CHK: 108386	14285	15A 125V QUICK ATTACH PL	0294	5838321	3.98	396.10
10/13/16	10/28	A89148	CHK: 108388	14285	2-8 OUTDOOR LC 60A	0097	1612050.01	120.00	516.10
10/13/16	10/28	A89149	CHK: 108388	14285	2-8 OUTDOOR LC 60A	0097	1612050.02	30.00	546.10
10/13/16	10/28	A89228	CHK: 108386	14285	WINGED WIRE NUT, HEXLOCK	0294	5838356	18.76	564.86
10/21/16	11/18	A89664	CHK: 108542	14334	2-8 OUTDOOR LC 60A	0097	1612050-03	30.00	594.86
10/24/16	11/18	A89674	CHK: 108573	14334	CABLE TIE 8" UVB, LAG SC	0130	50174420	4.54	599.40
10/27/16	11/18	A89676	CHK: 108573	14334	CABLE TIE NYLON, UV BLAC	0130	50174567	30.96	630.36
10/31/16	11/18	A89673	CHK: 108573	14334	WAS PAID WITH CREDIT CAR	0130	50173260	22.78CR	607.58
10/31/16	12/02	A90189		14364	EXT CORD	0148	16-07075	7.72	615.30
			=====	OCTOBER ACTIVITY	DB:	654.09	CR:	38.79CR	615.30
11/01/16	12/02	A90170		14364	CABLE TIE 14" UV BLACK	0130	50174742	18.38	633.68
11/01/16	12/02	A90193		14364	EXT. CORD	0148	16-07952	15.44	649.12
11/16/16	12/02	A90171		14364	CABLE TIE 14" UV BLACK	0130	50175183	8.09	657.21
			=====	NOVEMBER ACTIVITY	DB:	41.91	CR:	0.00	41.91
			=====	ACCOUNT TOTAL	DB:	696.00	CR:	38.79CR	

7-811.416 CRYSTAL THEATRE  
 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-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
-----										
7-811.417			INSURANCE							
			BEGINNING		BALANCE					0.00
-----										
7-811.430			TRAVEL & TRAINING							
			BEGINNING		BALANCE					0.00
-----										
10/06/16	11/18	A89884	CHK: 108480	14334	JESSIE'S HOTEL ROOM AT T 3603		10/06/2016		409.97	409.97
			=====		OCTOBER ACTIVITY	DB:		409.97	CR:	0.00
									409.97	
			=====		ACCOUNT TOTAL	DB:		409.97	CR:	0.00
-----										
7-811.502			ADVERTISING							
			BEGINNING		BALANCE					0.00
-----										
10/13/16	10/28	A89295	CHK: 108412	14285	4 COLOR, 1/3 PAGE DISPLA	2256	249907		2,457.95	2,457.95
10/25/16	11/10	A89609	CHK: 108455	14336	FULL PAGE DISPLAY, ADVER	2256	249911		1,594.26	4,052.21
10/25/16	11/10	A89616	CHK: 108451	14336	1/2 PAGE AD	3597	43539		920.00	4,972.21
			=====		OCTOBER ACTIVITY	DB:		4,972.21	CR:	0.00
									4,972.21	
11/01/16	11/10	A89611	CHK: 108456	14336	1/2 HORIZONTAL PAGE ADVE	3255	40008705		6,980.00	11,952.21
			=====		NOVEMBER ACTIVITY	DB:		6,980.00	CR:	0.00
									6,980.00	
			=====		ACCOUNT TOTAL	DB:		11,952.21	CR:	0.00
-----										
7-811.503			ELECTRICAL LINE EXPENSE							
			BEGINNING		BALANCE					0.00
-----										
7-811.504			SIGNAGE & BANNERS							
			BEGINNING		BALANCE					0.00
-----										
10/01/16	10/28	A89318	CHK: 108362	14285	ADVERTISING ON BILLBOARD	3341	7480		675.00	675.00
10/01/16	10/28	A89329	CHK: 108407	14285	ADVERTISING LEASE SPACE	3587	205417		1,900.00	2,575.00
10/01/16	11/10	A89612	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7481		425.00	3,000.00
10/15/16	10/28	A89302	CHK: 108379	14285	BILLBOARD ADVERTISING	2532	82084		650.00	3,650.00
			=====		OCTOBER ACTIVITY	DB:		3,650.00	CR:	0.00
									3,650.00	
11/01/16	11/10	A89613	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7570		675.00	4,325.00
11/01/16	11/10	A89614	CHK: 108446	14336	IH 10 SEALY, ADVERTISING	3341	7571		425.00	4,750.00
11/01/16	11/10	A89615	CHK: 108454	14336	ADVERTISING LEASE SPACE	3587	206369		2,400.00	7,150.00
11/15/16	11/18	A89847	CHK: 108529	14334	BILLBOARD ADVERTISING	2532	82090		650.00	7,800.00
			=====		NOVEMBER ACTIVITY	DB:		4,150.00	CR:	0.00
									4,150.00	
12/01/16	12/02	A90394		14364	IH 10, SEALY ADVERTISING	3341	7667		675.00	8,475.00
12/01/16	12/02	A90395		14364	IH 10, SEALY ADVERTISING	3341	7668		425.00	8,900.00
			=====		DECEMBER ACTIVITY	DB:		1,100.00	CR:	0.00
									1,100.00	
			=====		ACCOUNT TOTAL	DB:		8,900.00	CR:	0.00

FUND : 500-RESTRICTED USE FUNDS

PERIOD TO USE: Oct-2016 THRU Sep-2017

DEPT : 811 HOTEL MOTEL

ACCOUNTS: 7-811.202 THRU 7-811.610

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
-----										
		7-811.519	PROMOTIONAL ITEMS							
			B E G I N N I N G		B A L A N C E				0.00	
10/06/16	10/28	A89306	CHK: 108399	14285	SOFT ENAMEL PINS	2819	14007		4,026.84	4,026.84
			=====	OCTOBER ACTIVITY	DB:	4,026.84	CR:	0.00	4,026.84	
			=====	ACCOUNT TOTAL	DB:	4,026.84	CR:	0.00		
-----										
		7-811.520	MARKETING AND PROMOTIONS							
			B E G I N N I N G		B A L A N C E				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	INDEPENDENCE RELAY							
			B E G I N N I N G		B A L A N C E				0.00	
-----										
		7-811.524	GONZALES CO. JAIL MUSEUM							
			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	
-----										
		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	
-----										
		7-811.529	RIVERSIDE MUSEUM							
			B E G I N N I N G		B A L A N C E				0.00	
10/11/16	10/28	A89278	CHK: 108375	14285	MONTHLY BILLING	1816	10/11/2016		78.24	78.24
			=====	OCTOBER ACTIVITY	DB:	78.24	CR:	0.00	78.24	
11/01/16	12/02	A90251		14364	HALOGEN BULB 500W	0219	00698787		5.95	84.19