

MINUTES OF THE REGULAR MEETING OF  
THE GONZALES TOURISM ADVISORY COMMITTEE

Thursday, July 09, 2015  
City Hall at, 820 St. Joseph  
12:30 p.m.

The regular meeting of the Gonzales Tourism Advisory Committee was called to order by Chairman Barbara Crozier at 12:30 p.m. A quorum was present.

**Members present:** Barbara Crozier, Ken Morrpw, Ann Covert, Alison Guerra Rodriguez, Brandy Egger; Dawn O'Donnell, Paul Frenzel, **Members absent:** Meena Patel, Chris Kappmeyer. **Ex officio present:** Daisy Scheske of the Chamber of Commerce, Barbara Friedrich of Main Street; **Staff present:** Loretta Shirley, Marketing Consultant; Tim Patek, Liaison-Parks and Recreation; **City Officials present:** Mayor Bobby Logan, **Guests:** Bubba Bozka representing the Elks

1. Approval of Minutes. The minutes of June 11 meeting were approved as presented.

**Action Items:**

2. Discussion was had with regards to the Application from Gonzales Elks Lodge #2413. The Committee encouraged growth possibility of the Elks Golf Tournament. The project has been held for 36 years and the crowd is usually around 250 and filling 15 to 20 hotel rooms. The committee advised the applicant that we would like to see the Elks encourage the visitors to spend the night. The results of attendance will be requested if they come back next year and ask for advertising fund. With a motion from Dawn O'Donnell, and a second by Brandy Egger, the \$2,000.00 request for advertising was approved by all members voting aye.

3. Guidelines for billboard decisions were discussed. Locations have not been identified but work continues on this project.

4. Discussion regarding the Lunch and Learn scheduled for July 30 was held. This lunch and learn will feature hospitality training – making customers feel welcome when they visit each store or any business. So far 15 RSPVs have been received. Alison could send 3 of her staff. There was discussion regarding a conflict of schedule with the Riverside Center. With a motion from Chris Kappmeyer and a second by Brandy Egger, and a unanimous vote, the date was changed from July 30 to July 29.

5. Item 5 called for discussion regarding shifting dollars to Texas Highways and Television ads in lieu of some of the other magazine ads that we have considered. Loretta has met with representative from Texas Highways and discussed size and placement of new purchases. If we buy more ads we get deeper discounts. Chris Kappmeyer requested more information before we consider \$7,200. Or \$11,000. for TV ads. He suggested that we do more advertising in magazines – Texas monthly and other magazines. Question was asked if we want to repeat the September ad in Texas Monthly. There was positive

feedback but no vote. This and other marketing ideas will be discussed in a meeting set for Thursday, July 30 at 8 A.M. at the Chamber of Commerce Board Room.

6. Discussion of the removal of Talking House's Signs was had. There was no consensus of agreement on the issue of whether to remove them or not. Chairman Crozier asked members to tour the town to check on the signs to see if they worked when you dialed the number shown. Paul Frenzel will send a list of houses that still have the signs. Some are reported to be working and some not. Alison asked if they can be repaired. Discussion and decision set for next meeting.
  7. Discussion regarding purchasing Television advertising during Chasing American Legends. They will be filming in August. No action – Will have a report in August.
  8. Report by Marketing Consultant is shown in report. It was noted that the light is out on the Billboard located out of Austin. All were asked to report on that if going that way. The APPS not working appropriately. This is being looked into.
  9. Report from brochure committee. The brochures are continually updated and from here -on an order of 3500 will be placed and not 2500 every quarter. This should keep the Visitor's Center supplied along with other large events in the time period needed. A new map will be printed on paper stock not color.
  10. Report on Upcoming Events – include First Friday Coffee, PBS Production , Auction at the Alcalde for funds for the Hospital Foundation. The upcoming Crystal Theater Showcase and the Safari race is this weekend.
  11. The financial report was reviewed. Dawn O'Donnell asked about the amount of postage. It seems high. She would like to know if we can use technology responses to visitor inquiries. Review to follow in August meeting. Chairman Crozier told us that the Budget was coming up and we need to submit our requests.
  12. Barbara Friedrich reported that the July 4<sup>th</sup> Concert and Fireworks were a great success. There were over 2000 people on the Square. She, and Main Street, appreciated the advertising. An issue discussed was the concern of the Memorial Museum not being open on the 4<sup>th</sup> of July. We all agreed that it should be open for visitors. The Old Jail saw 90 guests on the 3<sup>rd</sup> and more on th 4<sup>th</sup>. There was discussion of who was open on the 4<sup>th</sup> and who was closed. Question was placed as to whether or not we could possibly fund staffing assistance for Holidays and high traffic times for the Chamber of Commerce – Visitor Center and the Museum. Tim Patek reported that he could fix the staffing at the Museum. This will be reviewed and reported on at a later date.
- Mayor Logan asked the Committee for suggestions of a picture that we could submit to GVTC. They have a great advertisement for their products that covers a broad territory. The ad has been requested and would be used in their advertising to mention Gonzales. This would be free advertising.

There was no further business to come before the Committee. With a motion by Dawn O'Donnell and a second by Brandy Egger the meeting adjourned at 1:37 p.m.

The next regular meeting is scheduled for September 10, at 12:30 p.m.

**ITEMS IN THE AGENDA THAT ARE NOT ATTACHED HERE BUT MADE A PART OF THE MINUTES.**

- 1. APPLICATION FROM GONZALES ELKS LODGE #2413**
- 2. GONZALES TOURISM COMMITTEE SPECIAL PROJECTS FUNDING**
- 3. INVITATION TO LUNCH AND LEARN HOSPITALITY TRAINING**
- 4. NRB NETWORK SPONSORSHIP OPPORTUNITIES**
- 5. MARKETING SCHEDULE**
- 6. BROCHURE COMMITTEE MEETING NOTES**
- 7. FINANCIALS TO JUNE 30, 2015**

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**ANN COVERT, CPM, SECRETARY**