

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, April 27, 2017
City Hall ~ 820 St. Joseph
12:00pm

Call to Order and Certification of Quorum

Chairman Crozier called the meeting to order at 12:00pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Ann Covert, Ken Morrow; **Members absent:** Paul Frenzel, Holly Danz, Alison Rodriguez, Chris Kappmeyer; **Ex officio present:** none; **Staff present:** Anne Dollary, JB Wells; **City Officials present:** Barbara Friedrich, Mayor Connie Kacir, Gary Schurig; **Guests:** Crissy O'Neal and Jill Schauer.

Public Comments: July 9th, 7pm, there will be an American Bullfighting event with Shorty Gorham; Santa Anna Mound trails ribbon cutting on May 3rd. A group from Weatherford recently visited the museum; March totals were 1898. Mayor Kacir now has a contract between CVB and the Chamber of Commerce. The visitor's center is not usually open on holidays, but are now contractually obligated to be open 5 holidays. The mayor has also gone out to a local eatery and shop, asking them to be open on these holidays so there is something for visitors to do. The mayor has committed that the CVB board will work the center on those holidays if other workers cannot be found. She is also working on creating event packaging, to help with overnight lodging. Golf association is need of equipment; they are also looking to hold a 2-day event. Mayor Kacir also suggested creating a subcommittee consisting of representatives from all the city boards/groups so that those individuals can report back to their boards with needed information. We are still on track to bring in about \$223,000 for the year, of which \$110,000 goes to the expo payment.

1. Approval of Minutes: The minutes of the March 9, 2017 meeting were approved.

Action Items:

2. **Discuss and Consider application for funding from Come & Take It Committee.** This is the committee's second request; for the amount of \$2499. Ann moved to accept, then amended to reject the request. Ken Morrow seconded the motion. There was a question in regards to what the money would be used for. This request states children events, but their first request may have mentioned this as well. Discussion of why would this board approve a second request. This is not a new event. Perhaps the committee could create a separate event that we could fund. The board votes to deny the application due to it being a duplicate request, and no precedence to fund same event twice in one year.
3. **Discuss and Consider application for Funding from Gonzales Main Street, Inc.** This board funded Main Street at \$10,000 last year; they have reduced their request to \$5,000 for this year. Ken Morrow moved to accept the request as written, Clint Hille seconded. Clint asked how it

could be enhanced to encourage an overnight stay. Main Street has been asked to make a package weekend of these events; a stay and dinner one night and then shopping the following day. Hotels seem to be receptive to this. Main Street is on board to advertise this type of package. Ken Morrow suggested revising the radio advertising to promote staying overnight. Sponsorships for this event are down for this year. Will Main Street ever charge patrons for this event? Would be hard to do since it's every Friday and the fence would have to go up and down every weekend. Also suggested asking the beer seller to increase their price and give that portion to Main Street. Motion to approve at the full request fails. Clint Hille moved to approve an amount of \$2499. Ken Morrow seconded the motion. This motion passes.

4. **Discuss and Consider Meet Me in Gonzales advertising.** Ann Covert would like to get this into magazines and get it out to the public. Jill Schauer presented representative pictures. Now we need a plan on how to distribute. Any member is encouraged to work with Ann and Jill to make this plan. Would also be helpful to have packages in place for anyone that visits due to this publication. Dawn O'Donnell will help with packages. Dawn moved to make a subcommittee to create packages, to put the article on the website, email blast, and authorize anyone to circulate in any advertising between now and next meeting; motion passes. Clint Hille suggested getting the packages together in time for Summer Concert series advertising, so that the visitors have a full weekend.
5. **Discuss and Consider 10 point plan for marketing new events.** No discussion until next meeting.

Reports

6. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Brochures are in hand! 5 clips have been decided on from Rick Green video. Jill Schauer working on different projects; she will send creatives to the board for review before being published.
7. **Report on Occupancy Trends.** No report for the month.
8. **Report from Ann Dollery on the Expo Center at JB Wells Park.** Cutting currently being held, even the following weekend, then a playday, then high school finals. All but 2 RV spots reserved for finals, and hotels are full. Looks to be the biggest finals to date. 2 weddings also coming up, hospital gala in September.
9. **Post Event Report from DVS Productions.** Event discussed; numbers were down from what were projected. 2 nights in hotel; 25 rooms each night.
10. **Report from Gonzales Memorial Museum.** No other discussion.
11. **Report from Old Jail Museum.** Total March visitors: 1737
12. **Report from advisory members on Event Development.** No report

13. **Report on Upcoming Events.** James C. Price clean up date April 29th; Laurel Ridge Custom Designed private jewelry sale April 29th, Spring luncheon April 29th, Main Street City Wide yard sale May 6th (this won't create overnight stays but hoping it brings traffic into town, spaces available to set up on Confederate Square), Running M Bar & Grill 2nd annual Crawfish Boil May 13th, Texas Jr High State Finals Rodeo May 22nd-May 28th.
14. **Financial Report.** Trending at \$223,000 for the year.
15. **Call for new agenda items for the following meeting, by members.** Ann Covert asked to add: Visit Widget, Anne Dollary looking for volunteers to greet rodeo contestants, Clint Hille's report on home and garden shows. Mayor Kacir would like to attract agribusinesses to hold conferences at the expo. Report about Main Street managers convention to be held at the Crystal Theatre next year.
16. **Staff Report.** No further reports.
17. **Set date and time of next regular meeting.** May 11th, 2017 at 12pm.

Chairman asked for a motion to adjourn. Ann Covert moved that we adjourn. With a second from Ken Morrow, the meeting was adjourned at 1:15pm

Holly Danz, Secretary