

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, May 11, 2017

City Hall ~ 820 St. Joseph

12:00pm

**Call to Order and Certification of Quorum**

Chairman Crozier called the meeting to order at 12:02pm. A quorum was declared present.

**Members present:** Barbara Crozier, Dawn O'Donnell, Clint Hille, Ann Covert, Chris Kappmeyer, Ken Morrow, Paul Frenzel; **Members absent:** Holly Danz, Alison Rodriguez; **Ex officio present:** none; **Staff present:** none; **City Officials present:** Daisy Scheske-Freeman, Barbara Friedrich, Genora Young, and Mayor Connie Kacir; **Guests:** Billy Bob Lowe

**Public Comments:** Billy Bob Lowe asked for support to the visitors that will be coming to town during the Texas Jr. High Rodeo Finals. 470 contestants entered; biggest event thus far; resulting in about 1500 visitors total. All RV spaces are rented, all stalls are rented. 240 golf carts will be available for rent during the event.

1. **Approval of Minutes:** The minutes of the April 27, 2017 meeting were approved pending one correction - the Mayor has not committed the CVB board to work the visitors center on holidays, but has volunteered the board.

**Action Items:**

2. **Discuss and Consider AJR Contract for 2018.** Dawn O'Donnell moved to accept this contract, Chris Kappmeyer seconded. Barbara Crozier would like to put together a team to review this packet and make a recommendation to this board, and to the City Council. Will include Barbara, Daisy, Jill, Genora, Clint, and possibly City Manager. Daisy Freeman has requested previous proposals are comparison. The motion to approve as-is failed. Dawn O'Donnell moved to give this team authority to make a decision on this contract, Clint Hille seconded; motion passed.
3. **Discuss and Consider Visitor Center contract between the City of Gonzales and the Gonzales Chamber of Commerce.** This contract is currently in place until the end of the fiscal year in September.
4. **Discuss and Consider Home & Garden Show.** Clint Hille stated there is one main company that puts these shows on thru the year. Shows are scheduled: June in Houston, September in Houston; as well as Ft. Worth and Dallas. A number of farm and ranch shows coming up as well. Cattle breed shows and meetings are also scheduled around our area. All of these could be contacted to have a presence at these events. Houston market shows could possibly attract visitors for our home tour in December. No costs are known as of yet to be part of these events. Genora Young stated that we have a booth available for these type of events, but it would be best to update it. Genora Young and Clint Hille will work on this task together, as well as Dawn

O'Donnell. Ann Covert moved to allocate \$500 for the updating of the booth, Dawn O'Donnell seconded; motion carried.

5. **Discuss and Consider 10 point plan for marketing new events.** Chris Kappmeyer had a postcard for review. This plan is to entice business leaders to put on events. We, in turn, would approve up to \$2500, send out postcards, help with the paperwork for the event, assist with social media, access to our graphic designer, CVB member interaction. Ken Morrow asked Daisy Freeman if she would be opposed to sending this card out to the chamber list; Daisy said she would provide the list. Daisy did suggest only using Gonzales photos on the postcard. Chris asked each member to take a postcard, review, and send any comments/suggestions to him so that he can move forward with the next layer of this project. Genora Young suggested to have a very specific set of guidelines for this money when people start calling and inquiring about the money aspect. Will revisit this project at the next meeting.

## Reports

6. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** Next ad due is May 15<sup>th</sup> for the Texas Highways digital ad; Jill Schauer would like to resubmit the ad that was previously used for this. Next ad is May 24<sup>th</sup> for Texas Highways calendar. Performing routine website maintenance. Video clip requests have been sent to Rick Green. Discussion on getting the brochures out to hot spots. Barbara Friedrich will rework the previous list used so these can get distributed.
7. **Report on Occupancy Trends.** No report for the month.
8. **Report from Ann Dollery on the Expo Center at JB Wells Park.** No report for the month. Jr. High rodeo finals are fast approaching.
9. **Report on hosting Texas Main Street Training/Professional Development.** Barbara Friedrich has the list of what the group would like provided should they use our town for their meeting. Meeting is held in June; Barbara is concerned about timing due to concert music series. Barbara Friedrich will keep this board posted of further developments.
10. **Report from advisory members on Event Development.** Ann Covert discussed packages to go with the Meet Me in Gonzales article. These packages could help entice groups to come here for their events and stays. Dawn O'Donnell has written some packages to include a 2-night stay; Med Spa package, History package, Event package. Clint Hille also noted that a lady has donated some historic documents to our museum/library, which should provide a new draw to the library. Also discussion of a possible wedding menu for the different facilities available for weddings in Gonzales, and packages to go with these facilities/events. Meet Me in Main Street and Wedding packages will be refined and revisited at the next meeting.
11. **Report from Gonzales Memorial Museum.** No report.
12. **Report on Upcoming Events.** Running M annual Crawfish Boil May 13<sup>th</sup>, Jr. High Rodeo finals May 22-28<sup>th</sup>, Main Street Concert Series June 2,9,16,23,30, and July 4<sup>th</sup>. Over the 4 days of the

rodeo finals, events are planned for the attendees to take part of. Clint Hille suggested a shuttle service to get people from the arena to downtown for these events. Daisy Freeman, Ken Morrow will reach out to those who may have a shuttle available to see what can be put together. Crystal Theatre will host Shakespeare camp performances June 22<sup>nd</sup> and July 13<sup>th</sup>.

13. **Financial Report.** Please review and bring any comments to next meeting. Budget discussions will begin soon.
14. **Call for new agenda items for the following meeting, by members.** Chris Kappmeyer would like add 10 minutes to talk about our mission statement and postcard. Barbara Crozier would like to discuss billboards that are south of town. Mayor Kacir would like to discuss forming a subcommittee with board reps. Ann Covert would like to discuss Lunch and Learn. Paul Frenzel would like to add driving tour signs.
15. **Staff Report.** Barbara Friedrich reported that the Car Show will not be taking place this year; he'd like to come back and work with us in 2018. Yard sale was very successful.
16. **Set date and time of next regular meeting.** June 8<sup>th</sup>, 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 1:30pm

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Holly Danz, Secretary