

MINUTES OF THE REGULAR MEETING OF  
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, June 17, 2021

Teleconference ~ City Hall ~ 820 St. Joseph

1:00pm

**Call to Order and Certification of Quorum**

Chairwoman Jean Burns called the meeting to order at 1:04pm. A quorum was declared present.

**Members present:** Judy Wehde, Holly Danz, Jean Burns, Dawn O'Donnell, Barbara Crozier, Tami Erikson, Tiffany Hutchinson, Andi Seger; **Members absent:** Suzanne Sexton; **Ex officio present:** none; **Staff present:** Ashley Simper, Amanda Garza; **City Officials present:** none; **Guests:** Brad Cox, Vicky Frenzel,

**Public Comments:** Brad Cox spoke in regards to the Visitor Center being very busy lately. The Old Jail Museum is closed at times and visitors are disappointed in this. Short staffed at Visitors Center and Jail Museum. A meeting between the Visitors Center, Jail Museum, and County Commissioners was suggested a way to talk thru staffing issues.

**REPORTS**

**Staff Reports**

**A. JB Wells.** The lawsuit involving JB Wells is coming to an end. Jr. High Finals were muddy, but overall went well. Expo and arena are booked every weekend. Cuttings and ropings for June. Show is hosting steer and heifer shows. Expo holding weddings and quinceaneras. TYRA finals will be held end of July. A Seacor Power memorial is being planned for July. Ms. Garza is working towards the park's future – hoping for an enclosed facility to offer more than rodeos.

**B. Main Street.** First concerts have not been as well attended as expected. Comment was made regarding beer sales. Concerts will continue thru the month, and end with Star Spangled Spectacular.

**C. Tourism Director.** May occupancy at 48%, which jumped to 72% during finals and Memorial Day weekend. Currently promoting concert series, 4<sup>th</sup> of July, and summer travel. Finalizing AJR media buys for next fiscal year. Website draft to be received next week. Tear away maps are almost finalized and will be to print within a week. Disc golf course improvements are pending.

**1. Report on Upcoming Events**

Juneteenth Celebration June 19<sup>th</sup>- celebration at 11am with ceremony to unveil interpretive panels, renaming of the newly named Independence Square. Lunch to follow.

Summer Concert Series – month of June

Star Spangled Spectacular – July 4<sup>th</sup>

- 2. Financial Report.** We need to be mindful of budget. A lot of reserves have been spent. Still not current on back HOT from hotels. We don't have a very big cushion.

**DISCUSSION ITEMS**

- 1. Discuss, consider, and possible action regarding follow up on Feasibility Study RFP for sports fields and/or sports complex.** The recommendation was approved. The RFP is drafted. Once any needed revisions are made, it will go out. Several firms are already interested in providing bids.

2. **Discuss, consider, and possible action regarding September 11, 2021 “Pioneers & Patriots Muster”, presented by Glenda Gordon.** More to come on this topic.
3. **Discuss, consider, and possible action regarding follow up on A/V for JB Wells Expo Center.** Still working on gathering quotes. Still difficult to get vendors to come out and quote the project at no cost. JB Wells Director did offer another avenue to try to source vendors.
4. **Discuss, consider, and possible action regarding follow up on JB Wells House and Pioneer Village Billboards.** Sign north of town is owned by Larry Kapavick. They are discussing if they want to keep the board up and refresh it. More to come on both signs.
5. **Discuss, consider, and possible action regarding follow up on the Butterfly Garden.** Main Street may request assistance from this board for the garden. They are working on what their needs may be and may submit request for next month.

#### **ACTION ITEMS**

1. **Approval of the minutes from the May 20, 2021 Regular Meeting.** Andi Seger moved to approve the minutes, Judy Wehde seconded; motion carried.
2. **Discuss, consider, and possible action regarding three proposals for wayfinding consulting, provided by: National Sign Plaza, Cygnet Strategies, and Charles Dart.** Presentation was made by National Sign Plaza, and the work they can offer on wayfinding signage. The other two quotes were reviewed as well. NSP can be a one stop shop for this project. Board will have to work on finding funding partners. Dawn O’Donnell moved to accept the National Sign Plaza bid, Andi Seger seconded; motion carried. Tourism Director will draft resolution for City Council approval.

**Items for next agenda.** Barbara Crozier would like to discuss the use of electronic billboard on Hwy 183 to push people to the downtown area.

**Set date and time of next regular meeting.** July 15, 2021, 12:30pm at La Bella Tavola

Dawn O’Donnell moved to adjourn the meeting, Holly Danz seconded. Chairwoman adjourned the meeting at 2:43pm.

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Holly Danz, Secretary