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Visitor Center Report January 2024

In the month of January, the Johnson City Visitors Center had the following:

- 37 groups of visitors
 - 23 families; 14 individuals
 - Most visitors were from Texas:
San Antonio, Austin, Houston, Dripping Springs, New Braunfels, Pflugerville, Spring Branch and Stonewall.
 - We had a group each from Massachusetts, Colorado, Pennsylvania, Illinois, New York, Georgia, as well as Austria, and Ontario.
 - A few locals stopped in to get a county map, confirm our hours, and to see the building.
 - We had about a quarter of visitors think we were the LBJ National Park Visitor Center.
 - Some visitors thought we were still a general store, and quickly left after the realization.
 - Most of our visitors, however, were stopping by because they were road tripping through and wanted to see what the town had to offer for museums, breweries, and activities for children.

- Roughly 30 calls total
 - 22 incoming Calls answered (that were not from city hall)
 - About half of the callers were trying to reach the Chamber of Commerce
 - The others wanted to know information on the last weekend of Lights Spectacular, if there were any current special events during the caller's stay in town, what our hours were.
 - 1 caller had me proactively research where their group should stay to accommodate their interests, number of people, and accessibilities.
 - 1 caller was inquiring on getting courthouse parking spaces roped off for a day or two, and having a designated tour guide to show them around Johnson City. Sara Allen worked with me, and we decided on giving them goodie bags with some Deep Roots-made stickers and brochures; I have yet to hear back.

- About 5 of these phone calls were reaching out to the wrong numbers

In the month of January, the Visitor's Center went through no physical changes, other than introducing "Welcome" sandwich board signs for the sidewalks, and having the christmas tree taken down.

Brochures were sorted through and those that were in one, or more, of the following criteria were kept:

- Within the Johnson City limits
- Relevant to the Hill Country region ONLY
- Up to date with coupons and design
- No more than 5 years old
- Worth mentioning for a day trip (if visitor requested such references)

The President of the Chamber of Commerce, and I, met to discuss the use of the card rack/holders, which ended in her approving my need and use of them. They are now standing in the entrance of our front room to display brochures.

I got help in creating new canvas posters to be put next to, or where, our current "Chamber of Commerce LBJcountry.com" signs are at. However, the ones made are too long, as I did not measure the length of our fence correctly. Updates are to come soon.

A bit of time was spent on setting up the phone, and getting ahold of a city laptop and printer. Hill Country Wireless stopped by twice in this process.

Our alarm system currently is not working due to the sprinkler system damage during the last freeze. I have reached out to Jorge and was unsuccessful at receiving a response, however, on 02/02/2024 (I believe this is his name...) Alan stopped by to give me info on when our pile of recycling would be picked up by him, and that he would contact their security people.