

**UNOFFICIAL MINUTES TO THE
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
Thursday, April 10, 2025 – 3:30 p.m.**

Present: Chairman Tommy Mathews, Vice-Chair Guy Sanders, Board Members Brad Wilson, Emily Carvalho, Nicole Chapman, Ross Partlow

1. CALL TO ORDER – 3:30 PM

Tommy Mathews called the meeting to order at 3:30 p.m. and verified that there was a quorum present.

2. CITIZENS COMMENTS:

There were no public comments.

3. MAKE ANY ANNOUNCEMENTS OR INTRODUCTIONS

[2025-173](#) a. Thank you Brad Wilson

Chairman Mathews addressed the board and guests and thanked Brad Wilson for serving on the Visit Boerne Advisory Board for the past 6 years saying he (Brad) has brought his wisdom to this board and to the citizens of Boerne, as well as the businesses that operate here in helping to generate hotel occupancy tax and for the many visitors that have come here. He continued by saying we are extremely thankful both as a board and as members of not just Boerne, but the greater Kendall County Community for your service and your servants heart in servicing this board, and this will be your last meeting, correct? Brad confirmed this would be his last meeting and went on to say that it has been a wonderful experience and he is grateful for the opportunity to work with the board, the visitor center, and our community; we love Boerne and it's just really been a blessing for us to be able to participate in this. So, thank you. Tommy continued, "on behalf of those whose hearts you have touched, who you have sweated and worried for, thank you".

Chairman Mathews went on to say, "I once spoke before a group of 500 industry professionals at an event I was at, and I asked how many people have served in an elected position or an appointed position, and

it was shameful how few hands went up in the room. In talking with those people, they said it was because they did not see the value in putting their time and energy into the community, and you've done that (to Brad). However, the organizations we're going to hear from today do just that; they put their time, their heart and soul, and energy into the community. So this is a really great place to be, a great place to help witness that, so, thank you.

[2025-142](#) b. Board Member Recusal

Continuing to item 3b, Chairman Mathews noted that there will be one board recusal today. Board member Ross Partlow will recuse himself when we take up item number 8b, The Living Church of God. When we get to the consideration portion of that grant request, Ross will be stepping away from the dais and into the audience.

4. APPROVE MINUTES

[2025-141](#) a. Approve Minutes from Quarterly Meeting of January 16, 2025
(Rescheduled from January 9, 2025, due to inclement weather)

Addressing the board, Chairman Mathews moved on to approval of the minutes from the January 16, 2024 board meeting asking if the board had any additions, corrections, or deletions to be offered for consideration? Being none, he asked for a motion to approve the minutes? Guy Sanders made a motion, Brad Wilson seconded, all were in favor and the motion passed.

5. EXPLANATION OF HOT FUND GRANT MEETING PROCEDURE - LARRY WOODS

Larry Woods then gave a quick overview and explanation of the hotel occupancy tax laws saying that Jeanette is very informed on this topic at the state level and teaches it to attendees at the TTA Tourism College each summer. Larry went to say that use of Hotel Occupancy Tax dollars is basically this: There's a two part test for every expenditure of local hotel occupancy tax usage.

Number one, every hotel tax expenditure must directly enhance and promote tourism and the convention and hotel industry.

Number two, every expenditure of the hotel occupancy tax must clearly fit into one of the nine provided categories for expenditure of local hotel occupancy tax summarizing them as operating a visitor center,

convention registration, advertising, promotion of the arts, historic preservation, sporting events, existing sporting facilities, transportation, and signage to get visitors into a tourism area or a historic district.

6. RECEIVE 2025 HOTEL OCCUPANCY TAX APPLICATIONS FOR 2026 FUNDING

[2025-143](#)

a. Hill Country Mile Rod Run - Josh Mazour

Josh Mazour addressed the board regarding the grant application for the Hill Country Mile Rod Run explaining that while he did not prepare a presentation, he wanted to speak a little bit about their goals, what they have done in the past, and what they look forward to doing in the future. Adding that it is clearly turning into something that's more family oriented, which was the goal from the beginning. He continued by talking about notable changes that they have seen in the last two years including increases in attendance and nearly filling up Main Street with registered cars nearly to the river. He expects that over the next couple of years, they will completely fill Main Street with registered cars.

He went on to talk about their plans for increasing attendance and popularity of the show by adding music up and down Main Street as well as new food vendors thorough out, adding that they, of course, want to increase the number of people that stay overnight in Boerne, not just Friday night, but also Saturday night as well by adding additional events on Saturday and Sunday morning to encourage longer stays. He went on to talk about the continued growth of the car show, the positive feedback he had received, and the ongoing plans to continuously improve the show year-over-year. Josh also talked about the expenses associated with putting on a show of this size including police presence, safety barricades, port-o-potties, etc. and that these HOT funds help to offset some of those expenses. He also mentioned that the car club was planning on becoming a non-profit, 501c3, to benefit the community.

Questions from the board:

Guy: What are you doing to make sure it doesn't shrink and hopefully grows?

Josh: I think it's just presence, you know, social media presence, going out to other car shows, we have people that go out to different car

shows around the state and hand out flyers, making people aware of it. I go to Austin to some car club events and spread the word of ours. And the word is already catching on. Some people wanted to see a year or two years of who we are and what we can do before they really commit to it. Budnik Wheels, for example, a guy who's from Boerne, but lives in California now and they like what they are hearing, so I think it's turning into an event that people want to be part of, they don't want to miss out on it, which is a good place to be.

Brad: Has expanding the years that cars are available to show helped?

Josh: Yes, and we'll expand it more so this year -- I don't know what the number will be yet. I'm pushing for 1980 and below. You know, obviously it was at 49 and below, then we did 72 and I think we did 77 last year but there's a lot of cool stuff up to 1980, or so.

Brad: It's a great event. Thank you for taking it on and championing this for the community. I mean, everybody looks forward to this, Thank you.

Josh: I have wanted do this for a long, long time and I've been going to this show forever, so I don't plan on stopping. I just want it to come back and make it bigger and bigger every year, so I'm not going anywhere.

Guy: Well it's also very helpful that your projected hot funds tend to get extremely close to the grant.

Josh: Yep, that's nice, thank you guys, I appreciate your time.

[2025-144](#) b. Living Church of God - Larry Woods on behalf of Gary Stein

Larry Woods addressed the board speaking on behalf of the Living Church of God, and Gary Stein whom he had worked with for many years.

[Ross Partlow recused himself from the dais, and took a seat in the audience.]

Larry continued by explaining that the Living Church of God is a religious organization wherein 12 separate groups celebrate their Feast of Tabernacles throughout the United States at the same time each year and the attendees bring their families and treat this gathering as their annual vacation.

He went on to explain that the organization has been coming to Boerne

since 2011, staying for 10 or 11 days each year. They are very active while they are here, having singles mixers, kids activities, department head luncheons, family day picnics at the park, teen and family bible studies, family dinners and dances, and senior lunches. They not only use hotel rooms, but they use our town and they love coming to Boerne, Texas. We started working with them in 2011 when we had the Boerne Community Center, where they held their meetings. They returned every year until 2015 when the Community Center was sold and they outgrew us. We had hoped to get them back when The Bevy Hotel was completed and they were one of the first groups to hold a conference there and came back in 2019 through 2024. Through no fault of The Bevy or Boerne, they will not be here in 2025, but will instead hold the Feast in North Texas. When they were leaving after their 2024 celebration here in town, I met with Gary Stein and his wife, and asked what would it take to get them to come back? He (Mr. Stein) said, they love The Bevy, and love coming to Boerne and would like to make this their home.

Larry went on to say that he asked Mr. Stein if the city could provide some HOT Fund moneys to help offset some of the costs, will you come back? To which he said he would because it was getting tough for some of the families to come to here for a week. In speaking with Mr. Stein last week, they have signed the contracts for 2026 and 2027 and are working on 2028 and 2029. We want to keep them coming back to Boerne.

Larry summarized their business saying that last year they picked up 139 rooms throughout the city for 10 nights, which is 1,395 rooms with an average rate of \$135.00, which equates to \$187,000 in hotel rooms and that's not counting food, just hotel rooms. So if you take 7% of that, it's just under \$14,000. They come here, they spend their money, and they love it. They use rooms at all of the hotels and motels in Boerne and a good number of the short term rental properties, as well. We love having them in Boerne, and would like to help them to keep coming back.

There were no questions from the Board, so the meeting moved on.

[2025-145](#) c. Texas Corvette Association Open Car Show - Larry Woods on behalf of Glen Leonard

Moving on, Larry Woods also presented the HOT fund application on behalf of Glen Leonard and The Texas Corvette Association.

Larry explained that the Corvette show has been coming to Boerne for over 25 years and that they are the only sanctioned Fiesta event outside the city of San Antonio and if they ever left Boerne, they wouldn't be able to carry this car show to another city. The show has been in operation since 1979, which makes this their 32nd overall annual event. They have 320 members and, like the Rod Run, they are working on beefing up their Friday night events. Most of them come in on Friday because they have a barbecue somewhere, and their event ends on Saturday but they're starting to get more and more people that are staying overnight on Saturday as well for the Sunday ride through the Hill Country.

They advertise a lot and 100% of their profits go to St. Jude's Children's Hospital as they are big, big supporters of St. Jude's. Jeanette is passing out some collateral material that they wanted you to see. They picked up 400 and some odd hotel rooms last year, so if you look at the return on the investment, they're right under where they need to be.

He went on to say that the Rod Run, and the Corvette Show, are heritage events that have been here in Boerne for a long time and we can't afford to lose them. We want to keep them coming and help them to grow and become bigger and better to keep more people coming here. They've done an excellent job and they're excellent to work with and everything they put out (advertising wise), has the city of Boerne or the Boerne Visitor Center as a sponsor. We are excited to have them and they are excited to be coming back again and again and again.

Questions from the board:

Brad Wilson: Larry, you mentioned 400 room nights and it looks like in the modeling of what we have here, it's 196 rooms, but did we count bed and breakfast in here?

Larry: No, we did not. They used quite a few bed and breakfasts, and I think on Friday night they had about a hundred rooms. And then over the whole period here, they'll do just over 400 rooms.

Brad: So you were saying 400 room nights total?

Larry: Yes

Brad: One more question to follow up on that. Historically, I think the show has had a big Friday night, and then a lot of people would leave on Saturday afternoon. I think, over the last couple of years, there was some work being done to try and keep people here, who had brought their cars in, throughout the weekend to stay Saturday night as well, is that still the case?

Larry: They show up on Friday and they have an event on Friday evening that they really encourage the membership to attend, and this year they're going to be having a catered dinner at an establishment on Main Street. Then on Saturday, everybody shows up for the show and are encouraged to stay Saturday night to participate in a car run through the hill country on Sunday morning, which is getting more popular.

[2025-146](#) d. Tour de Boerne, Inc. - David Beck, Richard Meneses

Representatives David Beck, Richard Meneses, and Bruce Anderson addressed the board on behalf of Tour de Boerne, Inc.

Richard Meneses gave a short history of the Tour de Boerne organization and how it came about saying it started from a conversation within their Men's Acts Retreat at St. Peter's Church. He recounted the discussion that was had of their cyclist hobbies and their desire to bring a cycling event to Boerne in order to showcase the beauty of the Hill Country and create a fundraising event to support it and to give back to local community organizations. The first year there were 263 cyclists and the decision was made to become a 501c3 non-profit organization in order to grow the event. He continued by highlighting some of the organizations successes and provided some details of the clubs mission, including that most of the riders are from out of town, but their resources and vendors are primarily locally owned here in Boerne and the organization is 100% volunteer based. Now coming into their 7th year, the organization is making great headway and were able to raise \$70,000 that they gave to local Boerne organizations in our own community including Blessings In A Backpack, the Cub Scouts Pack No. 18 in Boerne, Coats For Kids, Hill Country Boys and Girls Club, Open Trail Ranch, and the local Volunteer Fire Departments.

Bruce Anderson then addressed the board and talked about the jersey contest that they initiated with the local high school students to design a logo for the jersey shirts worn by the riders. He also spoke about the

dates of the ride event being the last weekend in June this year and planned for the same weekend next year. The 2025 event is being held at Don Strange Range, but will likely move to Joshua Springs Ranch in 2026, but will use basically the same bike routes. The packet pickup on Friday night has been hosted by The Bevy for the last few years and they will be our host again this year. Close to 40% of our riders pick up their packets on that Friday night. He mentioned that there are 10 full-time year-round volunteers and 200 on the event weekend. He shared some other statistics on the number of riders saying that 70% of them are from out of town, with a few coming from out of state. He reiterated that they are working to keep them in town for the Saturday night as well, and directed the board to review the presentation wherein they calculated that 450 hotel rooms were picked up at the previous years event.

Questions from the board:

Guy Sanders: How are you tracking all the riders and making sure that their hotel stays are going back to your credit, because we know that they are spread all over town, so how were you able to capture all the riders and where they were staying?

Larry interjected: We did it two different ways. My staff and volunteers were stationed at the packet pick up and asked every person that came through: Where are you from? Where are you staying? How many nights are you staying?

Guy: I'm just curious - what about outside of that one registration location because you didn't say it was a hundred percent registration at the packet pick-up on the first night, correct?

David: We also called every hotel after the event and asked them about how many hotel rooms they sold for the event. So, between that and the registration, that's how we came up with the number.

Richard: We have two registration options - one is a Friday night packet pickup, the other one is Saturday morning before the ride starts around 5:30 in the morning, and that's when the other percentage of folks come in and register.

David: And on the registration form as well, we ask specifically if they're

going to be staying in hotel? And then how many nights do they expect to stay at a hotel? So we try to get as much data as we can.

Bruce: The tool we use for registrations is raceentry.com. And I don't know if anybody's had any experience on that, but they do a good job just internally tracking, developing heat maps and so forth where the riders are from and everything else.

Brad: One more question, it's awesome to see the growth of this event; to start with a hundred riders and now you're at a thousand and we're not even 10 years in, is super impressive. You mentioned in the packet that it was a thousand riders and maybe 500 plus families and others. Are there any other things that you guys are doing as part of the event that would be family oriented or for people that are non-riders? Or is it just specific to the riders?

David: On the day of the event we have a barbecue and then we also have a band playing, so we have a lot of people that are in attendance because maybe their daughter or their husband or wife are riders, but they just come along and sit there at Don Strange Ranch to just enjoy being there and being outside.

Brad: This is a great event, you guys have done an awesome job. I love the grassroots community part of it and, you know, a lot of things have started in a bible study, so that's pretty cool to hear and I love that it's growing; a thousand people is really awesome.

Richard: The mantra for that weekend was, "go make a difference" and so we did.

Brad: Well, it's also a unique thing to do in Boerne, which I think is really cool, so thank you guys, I really appreciate it. Well done.

7. CONSIDER / ADOPTION OF BEST PRACTICES FOR HOT FUND GRANTS

Before moving on to the recommendations by the board on the HOT Fund grants, Larry Woods addressed the board regarding the Visit Boerne budget schedule and information for consideration as it relates to the proposed grant recommendations including the department's budget limitations, directives from the City Manager's office to maintain the same budget expenses in 2026, as was adopted in 2025, and the increased costs incurred by the department in order to continue to market and advertise at the same level from year to year. He mentioned

that we had a slow start to this year so we really had to kick in a lot of extra advertising and marketing and get things going to bring in the business, but he is confident it will pick up. He urged the board to keep this in mind as they deliberate the grant requests as we must maintain the same budget the department had last year.

[2025-174](#) a. Discussion and recommendation of best practices for Hotel
Occupancy Tax Fund Grants

Chairman, Tommy Mathews, addressed the board and guests stating that in preparation for this meeting, he had the opportunity to meet with Visit Boerne staff members, Larry Woods and Jeanette Teague, to discuss best practices in regards to Hotel Occupancy Tax fund grants as it relates to the overall budget and the approval process. He added the he had asked for Item #7 to be added to the agenda in order to discuss the topic openly in the meeting. Following a short explanation as to prior years awards, and post reports, he proposed a \$10,000 cap on any grant awards in light of Larry Woods comments regarding the Visit Boerne budget constraints and the temperature of the tourism industry, saying that for smaller governments such as ours, this board should be a little more prudent and studious with that money. He then invited the board to discuss the applications openly and to provide commentary as to their thoughts and opinions on the matter.

The Visit Boerne Advisory Board then participated in an open discussion regarding the division of 2026 HOT fund grant recommendations to the four applications that had been received. Each board member had the opportunity to give input as to their opinions and justification of those opinions. Staff members Larry Woods and Jeanette Teague also gave input regarding the Visit Boerne budget explaining that it is a zero based budget annually and the department only has access and/or control of funds within its operating budget, which includes any grant awards given to outside organizations.

Much discussion followed with board members verbally considering the current application requests, the historical post reporting of these events, and the projections of expected Hotel Occupancy Tax revenue collections to justify the grants. The ultimate opinion was that the Visit Boerne budget, for 2026, would allow for approximately \$35K to \$38K in available HOT Fund grants to be divided among the four applications,

and the total request before the board was \$43K. As such, the board would take into consideration each groups request, and base the grant award recommendation on the expected HOT revenue to be generated, as well as the current and future growth rate of the organizational event. They agreed to consider each group individually and moved on to item #8.

8. DISCUSSION AND RECOMMENDATIONS BY BOARD / VOTE

[2025-147](#) a. Hill Country Mile Rod Run

Chairman Tommy Mathews proceeded to the first item up for consideration, 2025-147, the grant request from the Hill Country Mile Rod Run in the amount of \$15,000 for the 2026 car show, and asked for any discussion or a motion.

Guy Saunders referenced the car clubs past success and growth rate and made a motion to accept the application as presented and fund the full \$15,000 to the Hill Country Mile Rod Run for the 2026 car show.

Brad Wilson seconded the motion.

Tommy Mathews asked for all those in favor vote by saying "aye".

The motion passed unanimously, 6-0.

[2025-148](#) b. Living Church of God

Moving on to item 2025-148, The Living Church of God, Tommy noted that Ross Partlow recused himself from the dias and took a seat in the audience. He reminded the board that the request was for \$8,000 and invited discussion or a motion. After a short discussion:

Brad Wilson made a motion to approve a grant of \$6,500 in HOT Funds to the Living Church of God, a reduction in the request by \$1,500.

Guy Saunders seconded the motion.

Being no further discussion, Tommy asked all in favor to say "aye". The

motion passed 5 - 0 (with Ross Partlow abstaining from the vote).

[2025-149](#) c. Texas Corvette Association Open Car Show

Tommy continued on to consider 2025-149 The Texas Corvette Association, reminding the board that this open car show is a long time event here Boerne and their request is for \$10,000, noting that the projected hot funds to be generated by the event would be just under \$5,800, and adding that this is historically the amount typically generated by this show. After a short discussion among the board:

Guy Sanders made a motion to grant \$7,000 to The Texas Corvette Association, \$3,000 less of their request for \$10,000.

Emily Carvalho seconded the motion.

There being no further discussion, all were in favor and the motion passed 6-0.

[2025-150](#) d. Tour de Boerne, Inc.

Tommy Mathews declared the final item to be Tour de Boerne, reminding the board of their request for \$10,000 of HOT funds for their 2026 bike ride, adding that projected HOT funds to be earned is estimated to be just over \$10,000.

Emily Carvalho made a motion to approve the request of \$10,000.

Ross Partlow seconded the motion.

All were in favor so saying "aye". No one was opposed and the motion was passed 6 - 0.

9. RECEIVE ADVISORY BOARD MEETING DATES FOR 2025

[2025-151](#) a. Advisory Board Meetings Dates - 2025

The last item of business was to review the meeting dates for the HOT Fund grant process and the regularly scheduled meetings of the Advisory Board.

[2025-152](#)

b. HOT Fund Process Schedule 2025

10. COMMENTS FROM BOARD AND STAFF

Tommy Mathews and Larry Woods thanked Brad Wilson for his service to the Visit Boerne Advisory Board as this would be his last meeting. There were no other comments.

11. ADJOURNMENT

There being no further business before the board the meeting adjourned at 4:36 p.m.

s/s Larry Woods_____

Visit Boerne, Director

s/s Jeanette Teague_____

Secretary