

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
447 North Main Street
Boerne, TX 78006
January 8, 2026 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

Make any necessary announcements.

2. CITIZENS COMMENTS:

This is the opportunity for visitors and guests to address the Advisory Board on any issue. The Advisory Board may not discuss any presented issue, nor may any action be taken on any issue at this time. (Attorney General Opinion – JC-0169)

3. APPROVE MINUTES FROM REGULAR QUARTERLY MEETING OF:

2025-637 a. Approve Minutes from Quarterly Meeting of October 9, 2025

Attachments: [Unofficial Meeting Minutes October 9, 2025](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

2025-638 a. Fair Market Share Reports - Hill Country Competitive Set
3rd Quarter Ended 9/30/2025 and Comparative to 9/30/2024

Attachments: [Hill Country Performance](#)

2025-639 b. Smith Travel Research Overview
3rd Quarter Ended 9/30/25 and January - December 2025

Attachments: [Smith Travel Research Overview](#)

2025-640 c. Datafy Traffic Summaries
3rd Quarter Ended 9/30/2025 and Comparative to 9/30/2024

Attachments: [Datafy Traffic Summaries](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

2025-641 a. Current/Recent Advertising

Attachments: [Current - Recent Advertising](#)

2025-642 b. Influencer Advertising

Attachments: [Influencer Advertising](#)

[2025-643](#) c. Official Boerne Visitor Guide

Attachments: [Official Boerne Visitor Guide](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2025-644](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2025-645](#) b. Groups/Collaboration Update

Attachments: [Groups Update](#)

7. 2025 HOTEL OCCUPANCY TAX GRANT EVENT SUMMARIES (AWARDED APRIL 2024)

[2025-646](#) a. Texas Corvette Association Annual Open Car Show

Attachments: [Texas Corvette Association](#)

[2025-647](#) b. Tour de Boerne, Inc.

Attachments: [Tour de Boerne, Inc](#)

[2025-648](#) c. Hill Country Mile Rod Run

Attachments: [Hill Country Mile Rod Run, LLC](#)

8. RECEIVE ADVISORY BOARD MEETING DATES FOR 2026

[2025-649](#) a. 2026 Hotel Occupancy Tax Fund Application Schedule

Attachments: [2026 HOT Fund Process Dates](#)

[2025-650](#) b. 2026 Regular Meetings Schedule

Attachments: [2026 Regular Meetings Schedule](#)

9. COMMENTS FROM BOARD & STAFF

10. ADJOURNMENT

Next regularly scheduled meeting will be held on April 9, 2026

s/s Larry Woods _____
Director, Visit Boerne

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 2nd day of
January 2026 at 4:00 p.m.**

s/s Jeanette Teague _____
Secretary

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The City Hall building is wheelchair accessible. Access to the building and special parking is available at the northeast entrance of the building. Requests for special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 830-249-9511.

Pursuant to Section 30.06 Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun.

Pursuant to section 30.07 Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly.