

**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.