

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
July 10, 2025 - 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

Tommy Mathews to welcome Todd Hatch, General Manager of the Hampton Inn & Suites to the Visit Boerne Advisory Board

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

[2025-318](#)

a. Approve Minutes from Quarterly Meeting of April 10, 2025

Attachments:

[Unofficial Meeting Minutes of April 10, 2025](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2025-319](#)

a. Fair Market Share Reports - Hill Country Competitive Set
4th Qtr. Ended 12/31/2024 and Comparative to 12/31/2023
YE 12/31/2024 and Comparative to YE 12/31/2023
1st Qtr. Ended 3/31/2025 and Comparative to 3/31/2024

Attachments:

[Hill Country Performance](#)

[2025-320](#)

b. Smith Travel Research Overview
October to December 2024
January to December 2024
January to June 2025

Attachments:

[Smith Travel Research Overview](#)

[2025-321](#)

c. Datafy Traffic Summaries
Hotel Reports - 4th Qtr. 2024, YE 2024, 1st Qtr. 2025
Hill Country Mile Rpts - 4th Qtr. 2024, YE 2024, 1st Qtr. 2025

Attachments:

[Datafy Traffic Reports](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2025-322](#)

a. Current/Recent Advertising Creative

Attachments:[Current-Recent Advertising Creative](#)[2025-323](#)

b. Influencer Status Report

Attachments:[Influencer Status Report](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2025-324](#)

a. Tourism Industry Update

Attachments:[Tourism Industry Update](#)[2025-325](#)

b. Groups/Collaboration Update

Attachments:[Groups - Collaboration Update](#)[2025-326](#)

c. Hotel Occupancy Tax Grants Update

Attachments:[Hotel Occupancy Tax Grants Update](#)

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2025

[2025-327](#)

a. 2025 Regular Meetings Schedule

Attachments:[Visit Boerne Advisory Board 2025 Meeting Dates](#)

8. COMMENTS FROM BOARD & STAFF

9. ADJOURNMENT

s/s Larry Woods_____

Visit Boerne, Director

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 7th day of July
2025 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 auxiliary aids and 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.