

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
January 9, 2025 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

- a. Make any necessary announcements

2. PUBLIC 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

[2024-665](#)

- a. Approve Minutes from Regular Quarterly Meeting of October 10, 2024.

Attachments: [Unofficial Meeting Minutes of October 10, 2024](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2024-666](#)

- a. Fair Market Share Report - Hill Country Competitive Set
3rd Quarter Ended 9/30/24 and Comparative to 9/30/2023

Attachments: [Hill Country Performance Q3 2024](#)

[2024-667](#)

- b. Smith Travel Research Overview
3rd Quarter Ended 9/30/2024, and January - December 2024

Attachments: [Smith Travel Research Overview](#)

[2024-668](#)

- c. Datafy Traffic Summaries
3rd Quarter Ended 9/30/2024 and Comparative to 9/30/2023

Attachments: [Datafy Traffic Summaries](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2024-669](#)

- a. Current/Recent Advertising Creative

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

[2024-670](#) b. Influencer Status Report

Attachments: [Influencer Advertising](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2024-671](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2024-672](#) b. Groups/Collaboration Update

Attachments: [Groups Update](#)

7. 2024 HOTEL OCCUPANCY TAX GRANT EVENT SUMMARIES (AWARDED APRIL 2023)

[2024-673](#) a. Texas Corvette Association Annual Open Car Show - April 20, 2024

Attachments: [Texas Corvette Association Event Summary](#)

[2024-674](#) b. Tour de Boerne, Inc. - June 29, 2024

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

[2024-675](#) c. North American Lutheran Church Continental Youth Gathering - July 1-4, 2024

Attachments: [North American Lutheran Church Event Summary](#)

[2024-676](#) d. Hill Country Mile Rod Run - October 11-13, 2024

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

8. RECEIVE ADVISORY BOARD MEETING DATES FOR 2025

[2024-677](#) a. 2025 Hotel Occupancy Tax Fund Application Process Schedule

Attachments: [2025 HOT Fund Schedule](#)

[2024-678](#) b. 2025 Regular Meetings Schedule

Attachments: [2025 Regular Meetings Schedule](#)

9. COMMENTS FROM BOARD & STAFF

10. ADJOURNMENT

s/s Larry Woods _____
Director, Visit Boerne

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 6th day of
January 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 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.