

**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 18, 2024 – 3:00 p.m.**

**Present: Joe Granados, Tommy Mathews, Emily Carvalho, Guy Sanders, Brad Wilson, Joey Boatright, Ross Partlow, Paula Lay**  
**Absent : One Vacant Board Seat**

**1. CALL TO ORDER – 3:00 PM**

Chairman Joe Granados called the meeting to order at 3:01.

**2. CITIZENS COMMENTS:**

There were no citizens comments.

**3. MAKE ANY ANNOUNCEMENTS OR INTRODUCTIONS**

[2024-165](#) a. Welcome Emily Carvalho

Larry introduced Emily Carvalho to the board members and asked Emily to tell them a little bit about herself, which she did. She was welcomed by the Board.

[2024-166](#) b. Open Board Seat

Larry mentioned that Jackie Vasquez had left the Hampton Inn and the Boerne area, which has created an open board seat. We will be working on filling that seat with another limited service hotel manager.

**4. APPROVE MINUTES**

[2024-167](#) a. Approve Minutes from Quarterly Meeting of January 11, 2024

Joe Granados asked for a motion to accept the minutes. Vice Chairman Tommy Mathews made the motion, Brad Wilson seconded, and the motion to accept the minutes passed unanimously.

**5. EXPLANATION OF HOT FUND PROCESS AND PROCEDURES - LARRY WOODS**

[2024-168](#) a. Board Member Recusals

Before reviewing the Hotel Occupancy Tax fund applications, Larry asked if any member felt that they should recuse themselves at the time of voting, to please do so.

**6. REVIEW/DISCUSS 2024 HOTEL OCCUPANCY TAX APPLICATIONS FOR 2025 FUNDING**

[2024-169](#) a. Hill Country Mile Rod Run - Josh Mazour, Tiffany Tillman

Joe directed the board to the application for Hill Country Mile Rod Run and invited Josh Mazour, organizer of the HCMRR to address the board. Joe reminded the board that the organization was asking for \$15,000 in HOT funds for the 2025 car show. Josh approached the podium and talked about the 2023 car show and the number of participants and attendees. While they had a great turn out for their first year, they believe that the partial eclipse might have had a negative effect on attendance. For the upcoming 2024 car show, Josh expects that all of Main Street will be full of cars from Blanco to the River, which is the entire length of the street closure for the day. Josh continued and talked about the successes of their first show, the challenges they had faced and reasoning behind the increase in the funds requested, sighting some of the increased costs that included barricade rentals and police presence as being very expensive.

Guys Sanders asked if the challenges that the organization faced last year have been overcome for the upcoming year to which Josh replied that he believes that they will be, and that the program will continue to grow, and turn out will also continue to increase. Tommy Mathews asked, "what do you believe will drive that increase?" Josh replied that opening the car year limitation to 1975, and that they are getting the word out to more car enthusiasts, will drive the increases. Joe Granados added that it was great family event, to which Brad added that it was a very good car show, and a great community event. Brad congratulated Josh on a great job and continued on asking about sponsorships that Josh had mentioned the previous year, asking how that was going? He added that in the budgets provided by Josh, there were on \$12,500

listed as sponsorship dollars. Josh replied that there has been a lot of interest and he believes that sponsorship participation will increase. Josh said he expects that the car show will only get better and they expect to ask less and less of the city each year.

There being no further questions from the board, Joe said to continue to apply for these funds as the money is out there for this very purpose, to which Josh replied that they wanted to do their part.

[2024-170](#) b. Living Church of God - Larry Woods on Behalf of Gary Stein

Larry (speaking on behalf of the Living Church of God) explained that we were able to bring this group to Boerne from New Braunfels in 2012 when we still had the Civic Center where they held their meetings. The Living Church of God held their annual Feasts of the Tabernacles celebration in Boerne until 2015 when the Civic Center became the YMCA. They left Boerne for 3 years, but returned in 2019 after The Bevy Hotel opened, and have been with us every year since, including 2020 during COVID and this coming year, October 2024. In addition, they are negotiating contracts with The Bevy for 2025 and 2026.

Larry went on to tell the board that this group consists of families that save money all year to be able to attend the annual Feast as their family vacations. They come to Boerne and spend 8- 10 days staying in our hotels and short term rentals, eating at our restaurants, shopping in the shops, and other businesses, and also using facilities like Northrup Park and HEB for their mid-week family barbecue. Larry explained that with the rise in hotel room costs, as well as an overall increase in all expenses, the organization is asking for \$5,000 in HOT Funds to help offset some of the expenses associated with bringing the group to Boerne. Emily mentioned she had not heard of this group and looked them up and was able to see that their group is a nationally recognized religious group and this Feast happens all over the country and the world. Larry shared that our analytics always showed the increases in occupancy numbers while they are in Boerne. Joe asked if the board had any questions for Larry, to which Guy Sanders asked if this is an international group and Larry confirmed that they are. Ross Partlow announced that he would recuse himself from the vote, since this group

stays primarily at his hotel. there were no more questions or comments on this application.

Ross, will recuse himself from the vote on this one.

[2024-171](#) c. Texas Corvette Association Open Car Show - Glen Leonard

Next Larry introduced Glen Leonard with the Texas Corvette Association, who approached the podium and introduced himself as the liaison for the car club for the last 12 years. Glen thanked the board and talked about his relationship with the City of Boerne, the Mayors, and the police department over the years. He mentioned the club's appreciation to the board for HOT fund support as well as city leaders and city council who always work with the association to put on a great car show. Glen then talked a little bit about the Corvette Show being the only Fiesta sanctioned event of Fiesta San Antonio held outside of San Antonio, adding that when they started 24 years ago, they only had 75 cars on the plaza and today, the car show draws 425 cars and they line them up all the way down Main Street. Glen brought some advertising and marketing material which he passed out to the board explaining all of the places they advertise, which always includes information about Boerne. Glen spent a few minutes talking about how the club continues to distribute printed material and on-line advertising and attend other events where they can promote the corvette show.

He went on to remind the board that it is an open car show which means its not only open to corvettes, but to a variety of classic and new cars and even Larry Woods, who will have a 1975 Jeep in the show. Glen went on to say it is no easy task to put on a car show of this magnitude. Their first car show meeting is in November and last one is 1 week prior to the show. It takes a long time, lots of committees, lots of volunteers and lots of planning to put it on. He went on to talk about the new website this year and the amount of time and effort they put in to putting the show together.

Moving on, Glen mentioned that he had been president of the car club and moved to Boerne in 2007 and that St. Jude's children's home is the charity that these funds raised by the car show go to. He went on to talk

about St. Jude's and what the kids go through and how they have supported St. Jude's since 2007. Glen also mentioned some of their sponsors including Cavender Chevrolet and next year, Boerne Radio agreed to be a sponsor. He reminded the board that the show was a 3-day event and that they fill up the hotels for two nights and added that they are only asking \$7,000 again this year, but costs like barricade rentals and police presence continue to rise.

Glen then asked the board if the hoteliers had any advice or input on how to help them do a better job of getting more overnight stays to which Joe Granados responded that they could encourage their group to book hotel rooms earlier. For example The Kendall hotel is booked for a wedding that weekend and he was only able to host 3 car club guests due to lack of availability. Paula asked how prominently does the club advertise that the proceeds of the event go to St. Jude's? Glen said they put the St. Jude's logo on everything almost as much as they do for the Corvette Association and Boerne. Joe added that they do a very good job and are consistent with their messaging. Glen said they do list all of the hotels on everything. Brad commented that they do 3 days and it's a huge day for the city. And Glen added that many come from out of town and he will work on pushing them to make their reservations earlier.

Glen asked if the board meets more often than once a year; maybe he could come back to meet with the board in October or January just to touch base. Joe confirmed that the board meets 3 other times per year, and Glen was welcome to come back anytime.

Guy Sanders asked if Glen saw any changes coming with Fiesta San Antonio and the club's involvement there, to which Glen responded, "no, we are locked in to the Fiesta schedule."

There being no further questions or comments, the board moved on to the next presenter.

[2024-172](#) d. Tour de Boerne, Inc. - David Beck, Richard Meneses

David Beck, board member and Bruce Anderson, Treasurer with the Tour

de Boerne organization came up to address the board. David started by asking if any of the board members were familiar with Tour de Boerne or if any of them had ridden in it? While none of board members were bike riders, several had hear about them. Moving through his power point presentation, David talked about who they are and that there mission is to promote outdoor recreation through a charity bike ride through the hill country. He went on to talk about the previous rides in the past and that they are now out at the Don Strange Ranch. For the 2024 ride, they are expecting 1,000 riders and all of the vendors will be locally sourced from Boerne. In addition the ride is managed 100% by volunteers and has been an organized Boerne event for the last 6 years. Bruce then gave a quick history of the organization stating that they were a non-profit 501(c)(3) and listed the charity's that they donate to and how much. He explained that the decision of who to donate to is made at the end of every ride based on the funds raised. He reviewed the slides and talked about their giveback programs, the first responders, and other services they support. Bruce talked about the 2024 jersey contest wherein they conducted a contest for high school students to design the T-shirt for the ride and that it was very well received and talked about the winner who received a \$250 prize.

David talked about the statistics and went through the slides and the bullet points including the packet pickup on Friday night at The Bevy Hotel who was donating the space and they will be doing a happy hour there at The Bevy. He mentioned that they were working on "goody bags" for the 2024 event and the number of riders and volunteers they were expecting. David said the ride had grown year-over-year and that they already had 500 registrations so far, well ahead of where they were last year at the same time. He went on to talk about the percentages of riders that stayed in local hotels, saying that in 2020, 27% of registrations stayed in hotels and that number has steadily increased to 36% in 2023.

He went on to talk about how Tour de Boerne was a nice family event and that they had some riders from out of state, but most are from within the state primarily Houston, Austin and Dallas. Moving through

the slides, he talked about their advertising which was primarily social media, but some print work and how this year they have engaged the visitors center for help and support on how to get more exposure for the ride and that Visit Boerne has been very helpful. They are working on promoting to extend the event to a 2-night stay and moved on to the hotel occupancy tax application slide where in explained how they were looking for local community support by using local business such as jersey printing, restaurants, and hotels. He went on to say that they had asked for \$5,000 last year, and were asking for \$10,000 this year that will help to offset expenses for advertising and other costs associated with hosting the ride here in Boerne.

David asked if the board had any questions for him, which they did not.

## 7. RECOMMENDATIONS BY ADVISORY BOARD

### [2024-173](#) a. Discuss/Vote - Hill Country Mile Rod Run

Joe Granados asked if the board had any discussion, dialogue or questions for the Hill Country Mile Rod Run before voting. No board member had any questions. Joe entertained a motion to approve the Rod Run's application for \$15,000 in HOT Funds for the October 2025 car show, Brad Wilson made the motion, Paula Lay seconded, all were in favor and the motion passed 8 to 0.

### [2024-174](#) b. Discuss/Vote - Living Church of God

Moving on to Living Church of God - Ross Partlow recused himself from the vote and stepped down from the Dias. Joe asked for comments or additional discussion to which Brad mentioned that he had some of the LCG folks say at his STR and they were really great guests. Joe asked for a motion to approve the application for HOT Funds of \$5,000 to the Living Church of God for the 2025 Feast of Tabernacles. Joey Boatright made the motion, Guy Sanders seconded, all were in favor, the motion passed 7 to 0.

### [2024-175](#) c. Discuss/Vote - Texas Corvette Association Open Car Show

Next up for a vote was the Texas Corvette Association Open Car Show.

Joe asked for comments or additional discussion on the Corvette Association's request. There were no questions or comments so Joe asked for a motion to approve the application for HOT Funds of \$7,000 to the 2025 Texas Corvette Association Open Car Show. Paula Lay made the motion, Guy Sanders seconded, all were in favor, the motion passed 8 to 0.

[2024-176](#) d. Discuss/Vote - Tour de Boerne, Inc.

Moving on to Tour de Boerne, Joe asked for questions or comments from the board. There being none, Joe entertained a motion to approve the application for HOT Funds of \$10,000 to the 2025 Tour de Boerne Bike Ride. Tommy Mathews made the motion, Ross Partlow seconded, all were in favor, the motion passed 8 to 0.

Joe Granados then announced that it was his understanding that there was \$3,000 remaining in the Visit Boerne HOT Funds events budget and that he would like to add it to the Texas Corvette Association's HOT fund grant. Joe then made the motion to add \$3,000 to the approved \$7,000, making the full grant recommendation to the 2025 Texas Corvette Association Open Car Show \$10,000. Paul Lay made the motion to add \$3,000 to the TCA grant, Joey Boatright seconded, all were in favor and motion passed 8 to 0.

Joe went on to say that all were great events and that we want to keep them here and bring more qualifying events to Boerne. He commended the applicants for great presentations and also expressed appreciation to the Visit Boerne staff.

## **8. RECEIVE ADVISORY BOARD MEETING DATES FOR 2024**

[2024-177](#) a. Advisory Board Meeting Dates - 2024

Jeanette Teague directed the board to review the schedule for the next regularly scheduled Advisory Board Meeting to be held on July 11, 2024.



[2024-178](#) b. 2024 HOT Fund Process Schedule

Jeanette Teague directed the board to review the schedule for the remaining action dates for the HOT Fund process.

**9. COMMENTS FROM BOARD & STAFF**

There were no further comments from the board or staff.

**10. ADJOURNMENT**

Joe Granados call for a motion to adjourn; Emily Carvalho made the motion, Guy Sanders seconded, all were in favor, the meeting adjourned at 4:02 p.m.

s/s Larry Woods \_\_\_\_\_  
Visit Boerne, Director

**CERTIFICATION**

**I hereby certify that the above notice of meeting was posted on the 15th day of April, 2024 at 3:00 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 northwest 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.