

**UNOFFICIAL MINUTES TO
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 NORTH MAIN ST.
BOERNE, TX 78006
OCTOBER 9, 2025 – 4:00 p.m.**

Present: Chairman Tommy Mathews, Vice-Chair Guy Sanders, Board members: Todd Hatch, Emily Carvalho, Nicole Chapman
Absent: Paula Lay, Ross Partlow

1. CALL TO ORDER – 4:00 PM

Meeting was called to order at 4:00 p.m.

[2025-513](#) a. Make any necessary announcements.

Chairman Tommy Mathews opened the meeting by congratulating Larry Woods on the recent Marion Szurek award he was presented with at the TACVB Annual Conference in September.

2. CITIZENS COMMENTS:

There were no citizens comments.

3. APPROVE MINUTES

[2025-514](#) a. Approve Minutes from Quarterly Meeting of July 10, 2025

There being no changes, the minutes to the meeting of July 10, 2025 were unanimously approved.

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2025-515](#) a. Fair Market Share Reports - Hill Country Competitive Set - 2nd Quarter Ended June 30, 2025 and Comparative to June 30, 2024

Larry went over the Fair Market Share Report for the 2nd quarter ended June 30, 2025, pointing out that Boerne finished at 6.07% share which was over its goal of 5.84% and noting that only San Marcos met and exceeded their FMS goal, while Bandera, Fredericksburg, Kerrville and New Braunfels did not meet theirs. He also reviewed the 2nd quarter 2025 as compared to the same period in 2024, showing that Boerne is up

from last year and moving in the right direction.

[2025-516](#) b. Smith Travel Research Overview - 2nd Quarter Ended Jun 30, 2025 and Comparative to June 30, 2024

Reviewing the Smith Travel Research reports, Larry showed the hotel revenue, occupancy, average rate, and demand for the 2nd quarter ended June 30, 2025, compared to the same period in 2024, all of which were doing well with occupancy and demand being a little up and average rate and revenue being a little down. He also reviewed the period January 1, 2025 through September 27, 2025 wherein all areas were hovering fairly consistent with last year.

[2025-518](#) c. Datafy Traffic Summaries - 2nd Quarter Ended June 30, 2025 and Comparative June 30, 2024

Moving on, Tori Bellos reviewed the Datafy reports for the same period and made mention of some changes to the reports being received and the models being used within the Datafy programs. She shared that the traffic for the hotels and for the hill country mile were also somewhat down as compared to last year.

In response to a question about spending from our last meeting, it has been determined that the spending reports included all spending in the 78006 area including purchases made at big box stores like Home Depot, HEB, and car sales so that these reports are not useful in terms of tourist spending.

Tori continued sharing information from the various slides and explained their meaning.

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2025-519](#) a. Current/Recent Advertising Creative

Tori continued by showing examples of the advertising that had taken place since the last time the board met, including a return to TripAdvisor and City Cast advertising. In addition, she talked about digital ads, video advertising, banner ads, newsletter advertising and the relationship with AJR Media who provides great coverage and great performances above benchmark numbers. A short discussion on how room nights are tracked through advertising purposes and more examples of other types of marketing and advertising including several media wires that were run.

[2025-520](#)

b. Influencer Status Report

Moving on to the Influencer Status Report, Tori mentioned several influencers that had been in market under contract including @S.A. Foodie, and @Explore_With_Westley. Also, contracted with Maya with @Texaseatsfirst again this year since her posts and coverage last year performed very well, and also participated in a larger international campaign with @Ontheroadagaintravels, which she will report more on at the next meeting.

6. RECEIVE UPDATE ON DEPARTMENT

[2025-521](#)

a. Tourism Industry Update

Larry gave the tourism industry update highlighting various events that the department has been involved in since the last board meeting including most recently, the TACVB Annual Conference held in Waco in September, wherein the association officially changed their name from the Texas Association of Convention & Visitors Bureaus (TACVB) to Destinations Texas. Boerne will be hosting the Destinations Texas Winter Conference in January 2026 which will be attended by 150-175 DMO's from around the state and is focused on education.

Larry and Jeanette attended the TTA Travel Summit meeting in San Antonio in October. He also spoke about the TTA Tourism College that was held this past June wherein Tori completed her Capstone Project and graduated with a Certified Tourism Executive certificate. Jeanette also attended as a 4th year instructor, teaching the first year students a class on Hotel Occupancy Tax, and Larry taught a class as well to the Alumni group, entitled "From Surviving to Thriving, Changing Your Mindset." All three staff members may return next year to participate in the program again. He continued with updates from the Texas Hotel & Lodging meeting, too.

In addition, Larry mentioned that Tori had been voted into the position of Chairman of the Board for the Texas Hill Country Trail Region and Jeanette had recently graduated from a new program established by the City of Boerne called Boerne UniverCity wherein emerging leaders with the City spend 9 months taking classes to better prepare them for leadership positions within the municipality and graduate after

completing a group capstone project.

[2025-522](#) b. Groups/Collaboration Update

Moving on, Larry spoke about some of the groups that have come to Boerne for meetings and conferences including the Texas Heritage Trails Program 2025 summer meeting in August, and the Daughters of the Republic of Texas annual workshop in September. He also reviewed groups that are looking to come to Boerne in 2026 including the Texas Library Association, the Boerne VFW Post 688, the Texas Craft Brewers Guild, and the Texas Firefighter Summer Games in 2027.

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2026

[2025-523](#) a. 2026 Regular Meetings Schedule

Larry directed the board to review the schedule of upcoming meetings with the next meeting being in January 2026.

8. COMMENTS FROM BOARD & STAFF

Larry made a few comments regarding plans for the new year including a tourism think tank he created that includes 6 tourism industry professionals around the state and himself for the purpose of discussing economic travel trends and concerns. A short conversation ensued between he and the board on this topic and like items.

9. ADJOURNMENT

There being no further business before the board, the meeting adjourned at 4:35 p.m.

Next regularly scheduled meeting will be held on January 8, 2026.

Approved:

Chairman Tommy Mathews

Attest:

Jeanette Teague, Secretary