

AGENDA
VISIT BOERNE ADVISORY BOARD MEETING
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
July 11, 2024 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

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

[2024-368](#)

- a. Approve Minutes from Regular Quarterly Meeting of April 18, 2024

Attachments: [Unofficial Meeting Minutes of April 18, 2024](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2024-369](#)

- a. Fair Market Share Reports - Hill Country Competitive Set
4th Quarter 2023 - 1st Quarter 2024

Attachments: [Hill Country Performance for Q4 2023 thru Q1 2024](#)

[2024-370](#)

- b. Smith Travel Research Overview for January - June 2024

Attachments: [Smith Travel Research Overview](#)

[2024-371](#)

- c. Datafy Traffic Summaries
Year Ended December 31, 2023 thru 1st Quarter Ended March 31, 2024

Attachments: [Datafy Traffic Reports](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2024-372](#)

- a. Current/Recent Advertising Update

Attachments: [Current Recent Advertising](#)

[2024-373](#)

- b. Influencer Status Report

Attachments: [Influencer Advertising](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2024-374](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2024-375](#) b. Groups/Collaboration Update

Attachments: [Groups Update](#)

[2024-376](#) c. Hotel Occupancy Tax - Grants Update

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

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2024

[2024-377](#) a. 2024 Regular Meetings Schedule

Attachments: [Visit Boerne Advisory Board 2024 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 8th day of July
2024 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.