

**UNOFFICIAL MINUTES TO  
QUARTERLY MEETING OF THE  
VISIT BOERNE ADVISORY BOARD  
RONALD C. BOWMAN COUNCIL CHAMBERS  
447 North Main Street  
Boerne, TX 78006  
April 9, 2026 – 3:30 p.m.**

**Present: Chairman Tommy Mathews, Vice-Chair Guy Sanders, Board Members:**

**Emily Carvalho, Lillian Oler, Monica Smith-Winters**

**Absent: Board Members Ross Partlow, Todd Hatch**

**1. CALL TO ORDER – 3:30 PM**

Chairman Mathews called the meeting to order at 3:30 p.m. and confirmed that a quorum had been established and all appropriate notices had been duly filed by the Visit Boerne staff.

**2. CITIZENS COMMENTS:**

No citizens had signed up to comment and none approached the podium to make any remarks or comments.

**3. MAKE ANY ANNOUNCEMENTS OR INTRODUCTIONS**

[2026-129](#)

a. Introduce new board members:

Monica Smith-Winters - Gen. Mgr., Fairfield Inn & Suites

Lillian Oler - Owner/Operator, Assemble Cocktail Workshop

b. Introduce Assistant City Manager Kristy Stark

c. Recognize Larry Woods Retirement

Chairman Mathews introduced two new board members to the meeting attendees: Monica Smith-Winters who is the general manager for the Fairfield Inn and Suites, and Lillian Oler who is the owner/operator of Assemble Cocktail Workshop. Next he introduced Assistant City Manager, Kristy Stark, who was in attendance at the meeting.

Kristy Stark then recognized Larry Woods, former director of Visit Boerne who had just retired after 17 years of service to the City of Boerne on March 31, 2026. She made a few remarks regarding Larry's accomplishments, as did some of the board members. Larry Woods, then addressed the board, thanking them for their service and support of him and expressing his appreciation and enjoyment in serving the city and

the tourism of Boerne. Jeanette Teague, Assistant Director for Visit Boerne, then announced that the City would be dedicating a bench located at the Visitor Center in Larry's name with a plaque.

#### 4. APPROVE MINUTES

[2026-120](#) a. Approve minutes from Quarterly Meeting of January 8, 2026

There being no changes, additions or questions, Chairman Mathews asked for a motion to approve the minutes to the advisory board meeting of January 8, 2026. Board member Emily Carvalho made the motion, Guy Sanders seconded, and the motion passed unanimously.

#### 5. EXPLANATION OF HOT FUND GRANT MEETING PROCEDURES

For the benefit of the new board members and any new attendees of the HOT fund grant process, Jeanette Teague explained that, in alphabetical order, each applicant would have 15 minutes to address the board, presenting their application request. The board could ask questions of the applicants and provide comment at this time or wait until the recommendation portion of the meeting. Once all applicants have presented their event requests, the board would then call each applicant back up to ask any additional questions and to discuss the request openly and vote on each grant. The board has the prerogative to recommend the amount requested, less than the amount, or greater than the amount requested. As a reminder, any advisory board recommendations would be submitted to city leadership in the City Manager's Office for approval and recommendation to City Council for final approval as part of Visit Boerne's 2026/2027 budget. Jeanette also reviewed the rules and regulations for the expenditures of HOT Funds as outlined in Chapter 351 of the Texas Tax Code.

Chairman Mathews addressed Assistant City Manager Stark regarding Visit Boerne's 2027 budget process in which she responded that the HOT Fund Grant Budget was not an endless supply of funds and consideration would need to be given to the current distressed economy and travel climate.

#### 6. RECEIVE 2026 HOTEL OCCUPANCY TAX APPLICATIONS FOR 2027 FUNDING

[2026-121](#) a. Hill Country Mile Rod Run - Josh Mazour

Josh Mazour, organizer for the Hill Country Mile Rod Run addressed the board giving an update of past years events and providing insight and information of plans to increase participation with additional car entries and work on making the event more family friendly. He talked about the street closure being from Bandera Rd. to the River to accommodate more vehicle entries and also that they moved the car year age cut off later to encourage more entries and attendance, and also their plans to become a non-profit organization with the IRS in the coming months. Some discussion continued between the board and Mr. Mazour with a few questions addressed.

[2026-122](#) b. Texas Corvette Association Open Car Show - Glen Leonard

Glen Leonard and Pat Hulett, organizers for the Texas Corvette Association's Open Car Show addressed the board regarding the car club's next event in April 2027. Glen talked about the longevity of the car show, its association with Fiesta San Antonio, in being the only sanctioned Fiesta event outside of San Antonio, and the continued positive relationship between the car club and the City of Boerne. He spoke of the clubs efforts to increase attendance and overnight stays by trying to encourage members to stay over for the Sunday Hill Country ride. Some conversation continued between the board and the organizers with a few questions and remarks from the board members.

[2026-123](#) c. Tour de Boerne, Inc. - David Beck, Bruce Anderson

David Beck and Bruce Anderson presented their power point slide show for Tour de Boerne. They talked about the history of Tour de Boerne emphasizing that 2026 would be their 8th year in Boerne and the number of registered riders has grown considerably over the years. Tour de Boerne promotes a significant "give back" program wherein the organization was able to donate over \$75,000 to Boerne charities in 2025. While the event is held outside the Boerne city limits at Joshua Springs Park & Preserve, promoters encourage overnight stays in Boerne, and regularly promotes things to do in town in an effort to encourage riders to stay Saturday night after the completion of the rides. A short discussion followed.

## 7. DISCUSSION AND RECOMMENDATIONS BY BOARD / VOTE

Chairman Mathews directed the board members to consider each application and opened the discussion for questions and deliberation, inviting each group to return to the podium and answer any questions.

[2026-124](#) a. Hill Country Mile Rod Run

Addressing Josh Mazour, the board had some questions regarding attendance and their reported numbers from the 2025 Post Event Report, and the car clubs request for \$15,000 in HOT funds again for the 2027 event. Board member Guy Sanders pointed out that at the two previous HOT Fund grant meetings in prior years, he (Josh) had stated that as they grew the show and acquired more sponsorships they would be asking for less in grant monies. Josh agreed that had been the intent but with increased expenses in (specifically) police barricades, police presence, and other expenses, they felt it was necessary to request the \$15,000 again for the 2027 event. Discussion continued with the board reminding the applicants and educating the new board members that in the HOT meeting of 2025, the staff and board members had agreed on some best practices guidelines wherein heritage events (like this one) could receive up to \$10,000 in HOT funds as long as the event continued in Boerne and it was still being well attended. After a short conversation among the board members, Tommy Mathews asked the board for a motion. Guy Sanders made the motion to approve a grant to the Hill Country Mile Rod Run in the amount of \$10,000 (instead of the \$15,000 as was requested), Emily Carvalho seconded, and the motion passed unanimously.

[2026-125](#) b. Texas Corvette Association Open Car Show

Representative Glen Leonard and Pat Hulett returned to the podium to answer any questions and reminded the board that the corvette show is a three-day event and they, too, are a heritage event in Boerne. Guy Sanders agreed saying given that this car club was also a heritage event, there was not much need for discussion on their request for \$10,000 for the 2027 show. Chairman Mathews asked for a motion to approve the request. Board member Monica Smith-Winters made the motion to approve \$10,000 to the Corvette Association, which was seconded and

passed unanimously.

[2026-126](#) c. Tour de Boerne, Inc.

David Beck and Bruce Anderson returned to the podium to answer any questions from the board. Board member Sanders pointed out that while Tour de Boerne had been hosting their event in Boerne for several years, they were not yet a heritage event. There was a short conversation regarding the lower overnight stays as reported in the groups 2025 post report, and staff's recommendation to approve Tour de Boerne at a lower grant of \$5,000. Chairman Mathews called for a motion, to which board member Lillian Oler made the motion to approve a \$5,000 grant to Tour de Boerne for the 2027 bike ride; Emily Carvalho seconded and the motion carried unanimously.

8. RECEIVE ADVISORY BOARD MEETING DATES FOR REMAINDER OF 2026

[2026-127](#) a. Advisory Board Meeting Dates - 2026

Jeanette Teague thanked the board and reminded them of the remaining meeting dates for 2026.

[2026-128](#) b. HOT Fund Process Schedule - 2026

Jeanette also reminded the board and applicants that the formal recommendation letters would be sent out the following week both via e-mail and through the US Postal Service.

9. COMMENTS FROM BOARD & STAFF

There were no further comments from the board or staff.

10. ADJOURNMENT

There being no further business before the board, the meeting adjourned at 4:46 p.m.

Approved: \_\_\_\_\_  
Chairman Tommy Mathews

Attest:  
Jeanette Teague \_\_\_\_\_  
Visit Boerne Assistant Director