

**UNOFFICIAL MINUTES TO
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
447 North Main Street
Boerne, TX 78006
January 8, 2026 – 4:00 p.m.**

Present: Chairman Tommy Mathews, Vice-Chair Guy Sanders, Board Members Ross Partlow, Paula Lay, Todd Hatch

Absent: Board Members Emily Carvalho, Nicole Chapman

1. CALL TO ORDER – 4:00 PM

Chairman Tommy Mathews called the meeting to order at 4:00 and confirmed that there was quorum present and all appropriate notices had been duly filed by the Visit Boerne staff.

Larry introduced Abby Welborn, a summer intern for Visit Boerne who addressed the board telling them a little bit about herself and the very positive experience she'd had during her time with the department and the City.

2. CITIZENS COMMENTS:

There being no citizens present in the audience, there were no public comments to the board.

3. APPROVE MINUTES FROM REGULAR QUARTERLY MEETING OF:

[2025-637](#) a. Approve Minutes from Quarterly Meeting of October 9, 2025

Chairman Mathews asked for a motion to approve the minutes of the October 9, 2025 meeting. Vice-Chair Guy Sanders made the motion, board member Ross Partlow seconded and the motion passed.

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2025-638](#) a. Fair Market Share Reports - Hill Country Competitive Set
3rd Quarter Ended 9/30/2025 and Comparative to 9/30/2024

Starting with the Fair Market Share report for 2nd quarter ended June 30, 2025, and comparative to 2024, Larry reviewed the figures outlined pointing out that Boerne did well obtaining 6.4% of the FMS, ahead of our goal of 5.85%. Whereas, Bandera, New Braunfels, and San Marcos

did not make their FMS's; Fredericksburg barely made theirs, and Kerrville peaked up due to the flooding in July. Average rate for Boerne was good at \$142 for the period, but could be even higher. As compared to the same period in 2024, wherein we did very well then and are still holding our own.

[2025-639](#) b. Smith Travel Research Overview

3rd Quarter Ended 9/30/25 and January - December 2025

Larry explained that the Smith Travel Research reports give us a quick snapshot of how we did for the 3rd quarter 2025 as compared to the last 4 years, wherein occupancy, average rate, and demand were all up, as well as total hotel revenue, over the previous 3 years in the same period. For the 4th quarter period October 1, through December 27, 2025, while the numbers reflect us a little bit behind 2024 in all areas, keep in mind these figures are not for the complete 4th quarter period. And as well, for the full calendar year January 1, to December 27, 2025, the numbers show us a little bit down but, again, we do not yet have all the numbers through the end of the year, and also do not include data from The Kendall Hotel or short term rental properties.

[2025-640](#) c. Datafy Traffic Summaries

3rd Quarter Ended 9/30/2025 and Comparative to 9/30/2024

Tori Bellos addressed the board to discuss the Datafy traffic summaries for the period July through September 2025 including some new reports that would give a better picture of visitation to the city as a whole. Tori reviewed each slide, explaining their meaning and the overall visitation to Boerne including data as it relates to specific visitor days, average length of stay, where visitors come from, and peak visitation day and time. This same information was also shared for the hotel traffic for this period, as well as the Hill Country Mile downtown traffic.

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2025-641](#) a. Current/Recent Advertising

Tori then shared some of the recent advertising that the department has done since the last board meeting including some print ads in both Texas Highways and Food & Travel Magazine. Moving through the slides, she reviewed recent digital advertising campaigns including

TourTexas.com and TexasHighways.com, as well as e-mail advertising. She also mentioned that with the help of one of our partners, AJR Media, we would be moving more toward Google Display Network advertising, over the more traditional search campaigns due to AI search responses being presented above paid advertising searches. Some questions and conversation ensued on this topic of AI searches versus traditional.

Tori then continued to show various digital advertising campaign examples and talked about their results and effectiveness. She also made mention that the department was moving to a new company for media wires that would allow more to be sent out to primarily Texas outlets at a significantly lower price point, but still with a high volume of pick-up and engagement. Last quarter also saw visits from international travel writers who came to Boerne through the Governors Office of Tourism, Travel Texas, wherein Boerne was featured on several news outlets in the European markets.

[2025-642](#) b. Influencer Advertising

Moving on to recent influencer advertising, Tori presented a list of influencers that came into market since we last met and their coverage and followers.

[2025-643](#) c. Official Boerne Visitor Guide

In reviewing the most recent edition of the Visitor Guide, Tori gave the board an update on the decision for the cover and the influencer Maya Takano, with @TexasEatsFirst who granted permission to use the photo of herself holding up one of Richter Bakhaus' famous cinnamon rolls. The guide is printed twice per year (15,000 copies) and distributed to the Boerne hotels and attractions and the twelve Texas Travel Information Centers across the state, as well as other Visitor Center destinations across the Hill Country and the state.

6. RECEIVE UPDATE ON DEPARTMENT

[2025-644](#) a. Tourism Industry Update

Moving on to the industry update, Larry talked about the Destinations Texas (formerly Texas Association of CVB's) Winter Conference that is

being held in Boerne at the end of January. This conference was held in Boerne back in 2019 and is returning to The Bevy Hotel, as well as utilizing a couple of our restaurants and breweries for one of their dinners and for the welcome reception. With 140 registered attendees to date, they are expecting an excellent event and Larry talked about the educational make up of this conference and some of the topics that will be discussed.

Larry also mentioned a few other industry meetings and events taking place over the next few months and Visit Boerne's involvement with these.

[2025-645](#) b. Groups/Collaboration Update

Larry moved on to talk about a few of the groups that were scheduled to come to town including another car group, Texas Auto Writers, who are similar to the Volkswagen group that Visit Boerne hosted last year; a garden club of 30 ladies on a shopping spree for a few days, a couple of family reunions and a non-profit organization, to name a few. As the weather warms up and with the arrival of spring, he expects more groups to be looking for visits to Boerne.

7. 2025 HOTEL OCCUPANCY TAX GRANT EVENT SUMMARIES (AWARDED APRIL 2024)

Next, Larry reminded the board that the annual HOT fund grant program would be kicking off soon to 2026 applicants for 2027 funding, and that Jeanette would give them an update on the grant recipients from last year and a summary of their events.

Jeanette reminded the board that the grants that had been awarded to these groups in 2025, were done so at the April 2024 meeting and this update was to provide a summary of the results of each event.

[2025-646](#) a. Texas Corvette Association Annual Open Car Show

Jeanette went over the results of the April 2025 Corvette Show. In comparing the Smith Travel Research report for April 25th and 26th of 2025, to the group's post report, the numbers were pretty close at 80% occupancy and an average rate of about \$171, which was in alignment with the Corvette Club's summary. The Corvette Association received \$10,000 in HOT fund grants for the 2025 car show, and were able to return about \$6,800 in hot tax revenue as a result of the car show.

[2025-647](#) b. Tour de Boerne, Inc.

Moving on, Tour de Boerne used a tally sheet that was provided to the hoteliers by Visit Boerne staff to help keep track of how many overnight guests stayed in hotels to attend the one day event. Using these sheets, Tour de Boerne reported that they picked up 178 rooms at an average rate of \$155, which equates to \$1,931 in hot funds revenue back into the city. They were awarded \$10,000 for the 2025 ride, with only a ROI of \$1,931, so we plan to visit with the organizers next year to try and reduce this application request to be more in line with the actual pick up rate.

[2025-648](#) c. Hill Country Mile Rod Run

In reviewing the post report for the Hill Country Mile Rod Run, this group summarized their event as a 3-day event that picked up 1,768 hotel rooms with an average rate of \$225-\$250, generating \$30,226 in HOT Funds back to the city. In comparison, the STR report for October 11-12, 2025 reported a 90% occupancy with a \$168.00 average rate, which would indicate a considerably lower ROI. The group received a \$15,000 grant in HOT Funds and will likely submit another application in 2026. After some discussion with the board, Visit Boerne plans to discuss these figures with the organizers of the Rod Run to achieve a better understanding of their post event report summary.

HOT Fund Grant Summarization and Discussion

Larry Woods then proposed a plan to help facilitate future HOT fund processes in which the available grants would be based on length of time an applicant had been coming to Boerne. In this way, the HOT funds available each year would be distributed more evenly and proportionate to the hotel occupancy tax revenue collected by these applications as a result of their event being held in Boerne. Some discussion followed and the board agreed there should be additional qualifiers for new groups and returning groups in order to better budget for these events and to refrain from these grant amounts becoming perpetual expectations as opposed to the initial injection of funds in order to reboot or boost the groups ability to promote the event. All agreed that the new HOT Fund Grant program should move forward to implementation.

8. RECEIVE ADVISORY BOARD MEETING DATES FOR 2026

[2025-649](#) a. 2026 Hotel Occupancy Tax Fund Application Schedule

The board received the schedule for the upcoming HOT Fund Application process and the scheduled board meeting to review them.

[2025-650](#) b. 2026 Regular Meetings Schedule

The board received the schedule for the remaining Visit Boerne Advisory Board meeting dates for 2026.

9. COMMENTS FROM BOARD & STAFF

There were no additional comments from the board or staff.

10. ADJOURNMENT

There being no further business before the board, the meeting was adjourned at 4:55 p.m.

Approved:

Chairman Tommy Mathews

Attest:

Jeanette Teague, Secretary