

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN CITY COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
October 10, 2024 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

[2024-524](#) a. Announcements

Chairman Tommy Mathews to make any announcements

New Appointments: Chairman – Tommy Mathews; Vice-Chair – Guy Sanders

New Board Member: Welcome Nicole Chapman – GM The Kendall Hotel

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 FROM REGULAR QUARTERLY MEETING

[2024-525](#) a. Approve Minutes from Regular Quarterly Meeting of July 11, 2024

Attachments: [Unofficial Meeting Minutes of July 11, 2024](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2024-526](#) a. Fair Market Share Report - Hill Country Competitive Set
2nd Quarter Ended 6-30-2024 and Comparative to 6-30-2023

Attachments: [Hill Country Performance Q2 2024 to Q2 2023](#)

[2024-527](#) b. Smith Travel Research Overview for January - September 2024
w/ Comparative

Attachments: [Smith Travel Research Overview Reports](#)

[2024-528](#) c. Datafy Traffic Summaries
2nd Quarter Ended 6-30-24 and Comparative to 6-30-23

Attachments: [Datafy Traffic Reports](#)

[2024-529](#) d. Destination Comparisons

Attachments: [Destination Comparisons-2023](#)

5. RECEIVE UPDATE ON MARKETING AND ADVERTISING

[2024-530](#) a. Current/Recent Advertising Creative

Attachments: [Current- Recent Advertising Creative](#)

[2024-531](#) b. Influencer Status Report

Attachments: [Influencer Advertising](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2024-532](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2024-533](#) b. Groups/Collaboration Update

Attachments: [Groups - Collaboration Update](#)

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2025

[2024-534](#) a. 2025 Regular Meetings Schedule

Attachments: [2025 Regular Meetings Schedule](#)

8. COMMENTS FROM BOARD AND STAFF

9. ADJOURNMENT

s/s Larry Woods_____

Visit Boerne, Director

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 7th day of
October 2024 at 4:00 p.m.**

s/s Jeanette Teague_____

Secretary

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS The City Hall is wheelchair accessible. Access to the building and special parking is available at the northeast 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.