

AGENDA
VISIT BOERNE ADVISORY BOARD MEETING
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
Thursday, October 6, 2022 – 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

[2022-790](#) Approve Minutes from Regular Quarterly Meeting of June, 7, 2022.

Attachments: [Unofficial Meeting Minutes of June 7, 2022](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2022-791](#) a. Fair Market Share 2nd Quarter Ended June 30, 2022 - Hill Country Competitive Set

Attachments: [2022 2ND QTR HILL COUNTRY PERFORMANCE](#)

[2022-792](#) b. Smith Travel Research Overview through September 24, 2022.

Attachments: [2022-MONTHLY 4 Year Comparison-September](#)

[2022-793](#) c. Datafy Traffic Report

Attachments: [2022-Oct 6- Datafy Hotel Visit Report](#)
[2022-Oct 6- Datafy HCM Report](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING:

[2022-794](#) a. Current/Recent Advertising Creative

Attachments: [10.6.2022-Recent Advertising](#)

[2022-795](#) b. Influencer Status Report

Attachments: [2022-October-Influencer Report](#)

[2022-796](#) c. Tick Tock Update

[2022-797](#) d. Visit Boerne New Logo

Attachments: [2022-October-Visit Boerne New Logo Update](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2022-798](#) a. TACVB Annual Conference - South Padre Island - August

[2022-799](#) b. TTA Summit - Galveston - September

[2022-800](#) c. Texas Hotel Lodging Association - Legislative Forum &
Upcoming Board Meeting

[2022-801](#) d. Eclipse Update - October 2023 & April 2024

[2022-802](#) e. Groups Update July to October 2022

Attachments: [Groups Update July to Oct 2022](#)

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2023

[2022-803](#) a. Regular Meetings Schedule for 2023

Attachments: [Visit Boerne Advisory Board 2023 Meeting Dates](#)

[2022-804](#) b. 2023 HOT Fund Process Dates

Attachments: [2023 HOT Fund Process Dates](#)

8. COMMENTS FROM BOARD & STAFF

9. ADJOURNMENT

Next Regularly Scheduled Meeting will be held on Thursday, January 5, 2023.

s/s Larry Woods_____

Visit Boerne Director

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 3rd day of
October, 2022 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 aides 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.