

**AGENDA**  
**CONVENTION AND VISITORS BUREAU ADVISORY BOARD MEETING**  
**CITY COUNCIL CHAMBERS**  
**124 Old San Antonio Road**  
**Boerne, TX 78006**  
**Thursday, July 11, 2019 – 4:00 p.m.**

1. CALL TO ORDER – 4:00 PM
2. PUBLIC 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.     **2019-767**           APPROVE MINUTES FROM REGULAR QUARTERLY MEETING OF APRIL 24, 2019.
4. MAKE ANY NECESSARY ANNOUNCEMENTS AND/OR INTRODUCTIONS
  - a. Introduce New Board Members and Positions
5. REVIEW RESULTS OF HOT FUND APPLICATIONS
  - a. JR Calf Roping Championships, LLC
  - b. Genealogical Society of Kendall County
  - c. Pride of Texas Street Rods
  - d. Texas Corvette Association
  - e. Boerne Convention and Visitors Bureau
6. RECEIVE UPDATE ON:
  - a. Advertising Schedule for Current FY 2018-2019
  - b. Advertising Schedule for Next FY 2019-2020
  - c. Quarterly Advertising Plan
  - d. Social Media Update

7. THE BEVY HOTEL

- a. Introduction of Tiffany Castillo
- b. Sales Efforts and Bookings

8. CVB STRATEGIC PLAN

- a. Mission Statement

9. CVB PRIORITIES SCHEDULE

- a. Tasks vs. Priorities

10. RECEIVE PRESENTATION ON HOTEL PERFORMANCE AND STATISTICS - HILL  
COUNTRY COMPETITIVE SET

- a. Annual Fair Market Share - 2018
- b. 1st Quarter 2019 Fair Market Share

11. RECEIVE INFORMATION ON ADVISORY BOARD

- a. Schedule for 2019-2020 Meeting Dates
- b. Board Member Contact List
- c. Schedule for 2020 HOT Fund Meeting 4-23-2020

12. COMMENTS FROM BOARD & STAFF

13. ADJOURNMENT

Next Regular Scheduled Meeting will be held Thursday, October 3, 2019.

s/s Larry Woods \_\_\_\_\_  
Boerne Convention and Visitors Bureau Director

**CERTIFICATION**

**I hereby certify that the above notice of meeting was posted on the 8th day of July,  
2019 at 4:00 p.m.**

s/s Jeanette Teague\_\_\_\_\_

Secretary

**NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS. The Police / Municipal Court Complex is wheelchair accessible. Access to the building and special parking is available at the front 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.