

AGENDA
REGULAR QUARTERLY MEETING OF THE
CONVENTION AND VISITORS BUREAU ADVISORY BOARD
CITY COUNCIL CHAMBERS
124 Old San Antonio Road
Boerne, TX 78006
Thursday, October 3, 2019 - 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

2. CITIZENS COMMENTS:

3. APPROVE MINUTES

[2019-937](#) APPROVE MINUTES FROM REGULAR QUARTERLY MEETING OF JULY 11, 2019

Attachments: [Minutes of 07-11-2019 - cvb board meeting-Draft](#)

4. ITEMS FOR DISCUSSION/ACTION

[2019-938](#) MAKE ANY NECESSARY ANNOUNCEMENTS AND/OR INTRODUCTIONS

[2019-939](#) RECEIVE CVB UPDATE VIA POWERPOINT PRESENTATION FOR 2ND QUARTER 2019
TO INCLUDE:

Attachments: [CVB Advisory Board Presentation 10-03-19](#)

a. Social Media

b. Advertising Efforts and Examples

c. Hill Country Competitive Set Performance Report

5. [2019-941](#) THE BEVY HOTEL

a. Sales efforts and bookings

6. [2019-942](#) CVB STRATEGIC PLAN

Attachments: [2018-2019 Strategic Marketing Plan - Final](#)

7. [2019-944](#) CVB PRIORITIES SCHEDULE

a. Downtown, Exits, Business

8. [2019-945](#) RECEIVE INFORMATION ON ADVISORY BOARD

Attachments: [2020 Meeting Dates](#)
[2020 HOT Tax Process Dates](#)

- a. Schedule for 2020 Meeting Dates
- b. Schedule for 2020 HOT Fund Meeting 4-23-2020

9. COMMENTS FROM BOARD & STAFF

ADJOURNMENT

Next Regularly Scheduled Meeting will be held on Thursday, January 2, 2020.

s/s Larry Woods _____
Boerne Convention and Visitors Bureau Director

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 30th day of
September, 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.