

AGENDA
CONVENTION AND VISITORS BUREAU ADVISORY BOARD MEETING
CITY COUNCIL CHAMBERS
124 Old San Antonio Road
Boerne, TX 78006
Thursday, January 9, 2020 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

Make any necessary announcements and/or introductions

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

Approve minutes from the regular quarterly meeting of October 3, 2019

4. RECEIVE PRESENTATION OF 3RD QUARTER OF 2019 HOTEL PERFORMANCE AND STATISTICS

a. Fair Market Share – Hill Country Competitive Set

b. 2019 STR Reports – October and November

5. RECEIVE UPDATE ON:

a. Advertising Schedule for FY 2019-2020

b. Quarterly Advertising Plan 2019-2020

c. 3rd Quarter 2019 Social Media Update

6. RECEIVE PRESENTATION ON 2020 HOTEL OCCUPANCY TAX FUND PROCESS

a. Review HOT Fund Process Schedule

b. Review HOT Fund Regulations and Procedures

7. STRATEGIC MARKETING PLAN

8. UPADATE ON CVB SALES EFFORTS

- a. Sales Manager Training
- b. Destination Texas Trade Show – Austin
- c. Southwest Showcase Trade Show – Austin

9. RECEIVE ADVISORY BOARD MEETING DATES FOR 2020

10. COMMENTS FROM BOARD & STAFF

11. ADJOURNMENT

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

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 6th day of
January, 2020 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.