

**AGENDA**  
**CONVENTION AND VISITORS BUREAU ADVISORY BOARD MEETING**  
**MUNICIPAL COURT COMPLEX**  
**124 OLD SAN ANTONIO RD.**  
**BOERNE, TX 78006**

**Thursday, October 1, 2020 – 4:00 p.m.**

*Due to the COVID-19 pandemic, this meeting is being held telephonically only as allowed by the Governor of Texas during this public health emergency.*

*Please do not attend the meeting in person.*

*You may join the CVB Advisory Board meeting:*

*Join Zoom Meeting by computer:*

*<https://us02web.zoom.us/j/3894378020>*

*or by phone:*

*+1 346 248 7799 US*

*+1 253 215 8782 US*

*Meeting ID: 389 437 8020*

**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**

[2020-554](#) Approve Minutes from Regular Quarterly Meeting of May 21, 2020 (Rescheduled)

**Attachments:** [Unofficial Minutes to CVB Advisory Board Meeting 05-21-2020](#)

**4. RECEIVE PRESENTATION ON 2020 QUARTERLY PERFORMANCE REPORT**

[2020-555](#) a. Fair Market Share for 1st Quarter 2020 - Hill Country Competitive Set

**Attachments:** [2020 1ST QTR HILL COUNTRY PERFORMANCE](#)

[2020-556](#) b. Fair Market Share for 2nd Quarter 2020 - Hill Country Competitive Set

**Attachments:**     [2020 2ND QTR HILL COUNTRY PERFORMANCE WITH BOERNE BNB](#)

5. RECEIVE UPDATE ON

[2020-557](#)

- a. CVB Staffing
- b. Advertising Budget Planning for 2020-2021 Fiscal Year
- c. CVB Marketing Committee - Joe Granados, Michelle Ernst,  
Mary Kanafani, Guy Sanders
- d. Texas Media Link (TML) - Carlos Gracida

6. RECEIVE ADVISORY BOARD MEETING DATES FOR 2021

[2020-558](#)

- a. CVB Advisory Board 2021 Meeting Dates

**Attachments:**     [CVB Advisory Board 2021 Meeting Dates](#)

[2020-559](#)

- b. 2021 HOT Fund Process Dates

**Attachments:**     [2021 HOT Fund Process Dates](#)

7. COMMENTS FROM BOARD AND STAFF

8. 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 18th day of  
September, 2020 at 4:00 p.m.**

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

**NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS**

**The Municipal Court Complex building 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.