

AGENDA
REGULAR QUARTERLY MEETING OF THE
CONVENTION AND VISITORS BUREAU ADVISORY BOARD
POLICE/MUNICIPAL COURT COMPLEX
124 Old San Antonio Road
Boerne, TX 78006
Thursday, January 6, 2022 – 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. APPROVE MINUTES

[2022-112](#) Approve Minutes from Meeting of October 7, 2021

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2022-113](#) a. Fair Market Share for 3rd Quarter 2021- Hill Country
Competitive Set

[2022-114](#) b. STR Overview through December 31, 2021

[2022-115](#) c. Datafy Traffic Report

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2022-116](#) a. AJR Media Digital Marketing

[2022-117](#) b. YOLO TX Update - New Segments for 2022

[2022-118](#) c. Influencers Status Report

[2022-119](#) d. Current/Recent Advertising Creative

6. RECEIVE UPDATE ON DEPARTMENT

[2022-120](#) a. Southwest Showcase - January 26 - Austin

[2022-121](#) b. TACVB Winter Conference - February 7-10 - Odessa

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2022

- [2022-122](#) a. Regular Meetings Schedule
- [2022-123](#) b. HOT Fund Application Process Schedule
- [2022-124](#) c. New Advisory Board Meetings Location - update

8. COMMENTS FROM BOARD & STAFF

9. ADJOURNMENT

Next Scheduled Meeting will be held on Thursday, April 21, 2022.

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

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 3rd day of
January 2022 at 4:00 p.m.**

s/s Jeanette Teague _____
Secretary

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Police/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.