

MINUTES
REGULAR QUARTERLY MEETING
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

In attendance were: Joe Granados, Michelle Ernst, Jenny Rabb Faz, Mary Kanafani, Cristal Bitar, Taylor Covington, Elizabeth Castle, Brad Wilson, Bexar Schenk

Having established a quorum, the meeting was called to order at 4:00 p.m. by Joe Granados.

2. CITIZENS COMMENTS

There were no citizens comments.

3. APPROVE MINUTES

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

Chairman Joe Granados made a motion to approve the minutes from the regular quarterly meeting of July 11, 2019. Michelle Ernst made the motion, Jenny Rabb seconded and motion passed unanimously.

4. ITEMS FOR DISCUSSION/ACTION

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

There were no special announcements or introductions.

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

Larry Woods began by addressing the board with an introduction of

the power point presentation he would be presenting. After reading them the CVB's Mission Statement, he moved on to explain the Mind Ecology report and how well it works and his intention of doing it again. Joe asked what the cost was for this study to which Larry responded approximately \$9,000 but he believed he could negotiate a lower rate with the company. He also notes that he has considered two other companies for this type of study, but that they do not produce a report as in-depth as Mind Ecology.

a. Social Media

Larry moved through the next few slides reviewing the CVB's social media statistics for Facebook, Instagram, Twitter, and Pinterest; which have all shown increases in followership in the last quarter. He also mentioned the latest Boerne Visitor Guide, which were in the board members' packets, and explained that this book is produced in-house by his marketing manager, Tori Bellos.

b. Advertising Efforts and Examples

Larry went on to discuss some of the publications where the CVB still purchases print advertising and why, and he showed slide examples including Texas Hill Country Magazine, Texas Events Calendar and Texas Highways Magazine. He went on to talk about the analytics, reach and digital components associated with the print ads.

Larry moved on to discuss digital advertising and showed slide examples including texashillcountry.com, tripadvisor.com, and tourtexas.com. Joe asked how much is spent on print advertising, to which, Larry explained that actual print advertising is probably about 30% of all advertising dollars spent.

Moving through the slides, Larry then talked about e-mail marketing

and gave examples of the CVB Monthly Newsletter, the Texas Hill Country Magazine e-mail campaigns, and direct mail pieces to groups such as MPI, TSAE, GOF, and TBTA.

Larry then talked about Boerne News Flashes, which are blogs on the CVB's website, and are written by CVB staff once or twice per week. He also talked about the recent increase in influencer writers and guest bloggers that have assisted in writing about Boerne.

c. Hill Country Competitive Set Performance Report

Larry then moved on to discuss the Hill Country Competitive Set for the 2nd quarter and explained how the spreadsheet reads and that Boerne is ahead of their fair market share compared to Bandera, Kerrville, Fredericksburg, San Marcos, and New Braunfels.

Joe asked about Boerne's ADR and if anyone else's ADR had moved up. Larry replied that Kerrville and Fredericksburg's average daily rate was also increasing. Joe asked where the numbers came from to which Larry replied that the CVB does not track numbers directly, but that they subscribe to reporting agencies like Source Strategies, Smith Travel Research and the Texas Governors Office of Tourism.

Larry went on to talk about some other marketing efforts that include TV, movie theaters, digital, social media and numerous Houston markets, emphasizing that all of our hill country competitors are targeting the Houston area for visitors.

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

Larry moved on in his presentation to discuss the opening of the new Bevy Hotel and introduced the Bevy sales manager, Tiffany Castillo who was in the audience. Larry talked about the impact that the Bevy has had on the rest of the market in that average daily rates have dropped, but the demand has increased as well as the revenue.

Joe asked Larry what he thought the concern was to which Larry said the other hotels were concerned about the low Bevy rates as compared to expectations. Larry emphasized that as the CVB Director, he cannot discuss rates and suggested that the hoteliers meet with the Bevy's general manager if they wanted to discuss their concerns.

a. Sales efforts and bookings

Joe asked about the group leads that the CVB had presented to council and that had been given to The Bevy Hotel. He asked if these same leads had also been given to the rest of the hotels. Larry responded that we are trying to figure out how to share the leads when the select service hotels cannot house the large meetings and would not be able to accommodate the larger groups. Joe asked for some clarity on who should get the leads and to clarify why the leads are given only to the Bevy and not to the other hotels. Larry explained that the opening of The Bevy Hotel has allowed us to go after the larger groups that would provide overflow business to the rest of the limited service hotels.

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

Moving on to item #6, Larry explained that he is working on the updated Strategic Marketing Plan for 2019-2020 and that we would have it out in the next few weeks. Joe asked how that process works as it relates to the city budget to which Larry replied that the Strategic Marketing Plan and City of Boerne Budget were two different documents and not related.

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

a. Downtown, Exits, Business

Moving on to item #7, Larry began by talking about the downtown

situation and the problem with IH 10 and the TxDOT projects, noting that the City has little to no control over the decisions of TxDOT. He expressed the frustration of the retailers down town due to the closure of the first exit off of IH 10 into Boerne on the very south end of town. Brad asked when the exits would be reopened to which Larry said we do not know just yet.

Joe asked how exactly the IH 10 construction is affecting the retailers, to which Larry responded that we do not have that information and Kim Blohm with the Chamber of Commerce could not answer it either. Michelle Ernst offered that her boutique (The Dienger Trading Company) business was down 6%, but that the bistro was up 10%.

Larry recounted that he had spoken to two tour buses that were going to come to Boerne, but turned around back to San Antonio due to the traffic issues.

Larry went on to say that City of Boerne officials, the Boerne Chamber of Commerce and the Boerne Kendall County EDC were all working on TxDOT problems and issues. He also mentioned that all these organizations were working on Diva Night and how to promote it quickly.

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

a. Schedule for 2020 Meeting Dates

Jeanette Teague, CVB Assistant Director then pointed out the next year's CVB Advisory Board meeting schedule which was in the packets.

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

Jeanette also directed the board to the schedule for the Hotel Occupancy Tax process dates for next year, 2020.

9. COMMENTS FROM BOARD & STAFF

Moving on to item #9, Larry asked if there were any comments from the board or staff. Joe asked if there was a budget component to the strategic plan to which Larry said no, they were two separate items.

Cristal Bitar asked if she could see the CVB ads before they went out, to which Larry said yes, she can see them if she wanted to.

Larry also talked about the next Boerne video they are working on now, adding that they would be doing additional videos as well based on demographics.

Joe asked about the Mayor's plan to streamline the marketing logo's for the entire City and Larry said that there was a meeting planned to discuss a unified logo and tag line for the city as a whole. Larry talked momentarily about the new website that was just adopted by the city and the CVB and encouraged the board to visit it.

Brad agreed with the idea of getting the whole city on the same marketing line.

ADJOURNMENT

Joe asked for a motion to adjourn: Michelle made the motion, Brad seconded, all were in favor and motion passed.

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.