

**OFFICIAL MINUTES TO  
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.**

Present: Joe Granados, Elizabeth Castle, Brad Wilson, Ross Partlow, Guy Sanders

Absent: Michelle Ernst, Mary Kanafani, Cristal Bitar, Tommy Mathews

**1. CALL TO ORDER – 4:00 PM**

**a. Make any necessary announcements and/or introductions.**

There were none.

**2. PUBLIC COMMENTS:**

There were no public comments made.

**3. APPROVE MINUTES**

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

Chairman Granados asked for a motion to approve the minutes: Elizabeth Castle made the motion, Brad Wilson seconded, the motion passed unanimously.

**4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE**

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

Larry reviewed the 3rd quarter fair market share spreadsheets pointing out how Boerne did compared to its competitive set in the hill country. While Boerne missed its fair market share by only 0.02%, Bandera, Kerrville, and Fredericksburg were down also, with New Braunfels and San Marcos finishing over their fair market shares. Guy asked what the drivers were for San Marcos and New Braunfels to which Larry said the outlet mall and the large hotels with conference space were the primary drivers. Brad Wilson also pointed out that the University and public schools were back in session.

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

Moving on to the Smith Travel Report overview through December 2021, Larry reviewed the 3 year comparison spreadsheet and how well Boerne did, pointing out that while the average occupancy rate dipped slightly for the year, the revenue and average daily rate for the year were considerably higher than the last 2 years resulting in Boerne hotels bringing in over 1 million dollars in revenue per month for 9 out of the 12 months for 2021.

Chairman Granados asked what industry experts reports were saying regarding groups business and conferences. Larry explained that many of the reports he had read and meeting planner colleagues said in-person meetings and conferences were cancelling again. Joe agreed saying that they (The Kendall) were seeing more cancellations, and their meetings and conference bookings were starting to cancel as well. Larry mentioned that the CVB was planning on attending the Southwest Showcase for MPI meeting planners being held in Austin later this month in January to try and generate some group meetings to Boerne. Joe added that this Thursday and Friday coming up was the slowest weekend he had seen in awhile. Guy Sanders added that he believed the problem was the increased Covid exposure and people were staying home again, adding that he'd (Richter Tavern) had numerous New Years cancellations.

Discussion continued regarding where the people who were coming, were coming from, to which Joe said they were seeing an increase in guests from Dallas and not as much from Austin. He asked Larry if he was seeing more visitors from the Valley, to which Larry responded that we are seeing some folks from South Padre and Corpus. Brad Wilson added that there were significant price increases in gas prices and air travel that was contributing to the slow down in visitors.

[2022-115](#)

c. Datafy Traffic Report

Joe moved on to Datafy wherein Tori Bellos took over to talk about the data collection programming the CVB was engaged in. She talked about the reports that were sent out directly to each hotelier and what their specific hotel traffic had been and where their visitors were coming from. Joe added that he had asked Tori about Datafy's methodology and where the traffic counts came from. Tori said that we are working on tweaking the program in order to refine the data. Joe said it was good source of information if we can just get the information more defined. He went on to say that he believed the data to be very valuable and he is excited to get it, but that it just needs a little tweaking.

Larry added that the Assistant City Manager, Danny Zincke had brought in another data collection program called Placer and talked about how this program gave detailed information on the Christmas parade in December. The program had provided reports on where the people came from, where they had been before, during and after the parade. Guy Sanders added that December customer traffic had been better than even November and that they were very happy with the amount of traffic they were seeing.

#### 5. RECEIVE UPDATE ON MARKETING & ADVERTISING

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

Moving on to the marketing and advertising update, Tori gave a brief update on the new campaigns that had been done with AJR Media and how well they had performed. She went on to talk about the click through rate in our digital marketing campaigns and how well Boerne's ads had done as compared to industry standards.

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

Moving on to YOLO, Tx, Tori talked about the filming schedule for the year and when the first episode had been filmed and when it had aired. She mentioned that Brad Wilson had "starred" in one of the episodes and that we got a free airing of that episode. Larry added that the CVB has a great working relationship with Yolo and they give us a lot of free re-runs and special attention. Guy asked what the priced of each episode was, to which Larry responded it was \$5,500. Joe added that their social media information reaches many followers.

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

Tori moved on to talk about the previous two influencers the CVB had worked with and gave a quick update on their visits and the resulting exposure. She also mentioned that she was currently working with a company called Travel Mindset that is an audience matching organization. Joe added that it was a way to match the same type of influencers with the product. Discussion continued about how the CVB was vetting good influencers that have good followers and are posting about similar types of experiences. Larry went on to talk about La Cantera's head concierge, Joan Perez, who only wants to send their influencers to Boerne as opposed to all of the hill country towns.

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

Tori then talked about some of the new ads the CVB was running and showed some recent advertising examples.

6. RECEIVE UPDATE ON DEPARTMENT

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

Larry then moved on to give the department update and talked about Southwest Showcase. He explained that this was an annual meeting planners trade show that the CVB participates in and that we have the opportunity to talk with meeting planners from all over the State but primarily from Austin who book small to large meetings and conferences. The CVB typically acquires several RFP's from the show, as well as contacts from all of the meeting planners and attendees for possible future leads. Joe mentioned a conference that sold out at The Bevy, and then The Kendall sold out from the over flow. He added that the CVB was doing some good work in helping to bring small groups to Boerne.

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

Larry then mentioned the Texas Association of CVB's and that he had been appointed as Chair-elect for TACVB for the next two years. He also mentioned that he was asked to be on the board of the Texas Hotel Lodging Association but declined the position as he felt it would be a conflict of interest. He also talked about the mentoring programs through TACVB and that he himself was currently mentoring two CVB's – Lufkin and Alvin, TX.

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2022

[2022-122](#) a. Regular Meetings Schedule

Jeanette Teague then directed the board to review the CVB Advisory Board Regular Meetings Schedule in their packet.

[2022-123](#)      b. HOT Fund Application Process Schedule

Moving on, Jeanette pointed out the HOT Fund application process schedule and talked briefly about the duties of the board to review and recommend HOT fund applications at the next meeting in April.

[2022-124](#)      c. New Advisory Board Meetings Location - update

Next, there was a brief announcement that the next board meeting would be held at City Council Chambers in City hall.

8. COMMENTS FROM BOARD & STAFF

Chairman Granados asked if there were any other questions or comments from the Board or staff and there were none.

9. ADJOURNMENT

Being no further business before the board, Chairman Granados asked for a motion to adjourn. Elizabeth Castle made the motion to adjourn, Brad Wilson seconded, all were in favor and meeting adjourned at 4:31.

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