

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
JULY 16, 2015

Thursday July 16, 2015, a meeting of the Kerrville City Council and the Kerrville Convention and Visitors Bureau was called to order by Mayor Pratt at 7:05 a.m. at the Inn of the Hills Hotel & Conference Center, Bluebonnet Room #2, 1001 Junction Highway, Kerrville, Texas. Invocation was offered by Marie Woodard, CVB staff.

CITY COUNCILMEMBERS PRESENT:

Jack Pratt	Mayor
Gary Stork	Mayor Pro Tem

CITY COUNCILMEMBERS ABSENT:

Gene Allen	Councilmember
Stephen Fine	Councilmember
Bonnie White	Councilmember

CITY CORE STAFF PRESENT:

Todd Parton	City Manager
Brenda G. Craig	City Secretary
Sandra Yarbrough	Director of Finance

CVB BOARD MEMBERS PRESENT:

John Grimes, Chairman	
Greg Maxwell, Vice-Chairman	
John Helm	Karol Schreiner
Jan Lynch	Laura Russell
Tom Myers	

CVB STAFF PRESENT:

Charlie McIlvain, President and Chief Executive Officer
Marie Woodard, Director of Sales
Julie Land, Vice President of Operations
Leslie Jones, Communications and Services Coordinator
Amber Hanes, Visitor Center Receptionist

**PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)
BUDGET AND MARKETING PLAN FOR 2015/2016:**

Mr. McIlvain presented the CVB 2014 annual report and the CVB 2015/2016 Marketing Plan. He noted that the use of hotel occupancy tax (HOT) funds was regulated by the state to promote overnight tourism. The CVB visitors center was open seven days a week and the kiosk provides information when the center is closed. 72% of the CVB visitors were from Texas. Advertising and marketing dollars were allocated: 42% print; 40% television, and 18% digital; marketing campaign shifts major focus on social media. One-third of the city's tax revenue during 2014 was generated by tourism; including \$63 million in direct travel spending and 1,050 jobs.

Mr. McIlvain noted several major challenges:

- Lack of conference center; largest meeting space 22,000 sq. ft.; cannot accommodate larger functions.
- Aging hotel inventory; no new hotel rooms added in past 10 years. Council discussed incentives for older hotels to undertake facility upgrades.
- Limit number of attractions.
- Signage and lighting at major entry points; TxDOT removed signs that were on I-10.

Mr. McIlvain noted that the recent park improvements and river trail and the proposed sports complex will be a major boom to tourism and the local economy.

The meeting adjourned at 8:17 a.m.

APPROVED: 08/11/2015

ATTEST:

/s/

Jack Pratt, Mayor

/s/

Brenda G. Craig, City Secretary