

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
JULY 14, 2017

Thursday July 14, 2017, a meeting of the Kerrville City Council and Kerrville Convention and Visitors Bureau was called to order by Mayor White at 11:40 a.m. at the Inn of the Hills Hotel and Conference Center, Bluebonnet Room, 1001 Junction Highway, Kerrville, Texas. Invocation was offered by Charlie McIlvain, President/CEO of the CVB.

CITY COUNCILMEMBERS PRESENT:

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| Bonnie White | Mayor |
| George Baroody | Mayor Pro Tem |
| Vincent Voelkel | Councilmember |

CITY COUNCILMEMBERS ABSENT:

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| Mary Ellen Summerlin | Councilmember |
| Warren Ferguson | Councilmember |

CITY STAFF PRESENT:

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| Mark McDaniel | City Manager |
| E.A. Hoppe | Deputy City Manager |
| Mike Hayes | City Attorney |
| Brenda G. Craig | City Secretary |
| Sandra Yarbrough | Director of Finance |
| Ashlea Boyle | Director of Parks and Recreation |

CVB BOARD MEMBERS PRESENT:

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| Greg Maxwell, Chairman | |
| Jan Lynch, Vice Chairman | |
| Karol Schreiner | Lisa Winters |
| Mike Lemmons | Stephanie Turnham |

PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)
2015 ANNUAL REPORT AND MARKETING PLAN FOR 2017-2018:

Mr. McIlvain, President and Chief Executive Officer of CVB, presented the CVB 2016 annual report and the 2017-2018 Marketing Plan. He noted that 62% of the budget was marketing, 11% for the visitor center, and 27% on administration. HOT collections increased almost 3% to over \$1.1 million. Direct travel spending in 2016 generated \$63 million into Kerrville economy, created 1,020 jobs with \$27 million in earnings, and \$2.1 million in local sales tax. He reviewed the community's strengths and benefits and noted community weaknesses and major challenges, in particular the lack of conference center/large meeting space, aging hotel inventory, and labor shortage.

Mr. McIlvain also noted that most bed and breakfast establishments were not paying HOT which negatively impacted the city's budget and reduced overnight stays at hotels that do collect HOT. He requested that tourism activities be considered in the city's proposed comprehensive plan.

Mr. McIlvain submitted a proposed budget for FY17-18 of \$947,500, including two new projects in FY17-18: implement a craft agricultural marketing program, and Ft. Worth model city community leadership tour.

The meeting adjourned at 1:19 p.m.

APPROVED: 08/08/17

ATTEST:

Bonnie White, Mayor

Brenda G. Craig, City Secretary