

**CITY COUNCIL MINUTES**

**JULY 21, 2022 AT 11:30 AM**

**KERRVILLE CONVENTION AND VISITORS BUREAU ANNUAL MEETING**

**YO HOTEL AND CONVENTION CENTER, SPANISH OAK ROOM, KERRVILLE, TX**

**COUNCIL MEMBERS PRESENT:**

Roman Garcia	Councilmember Place 1
Joe Herring, Jr.	Councilmember Place 3
Brenda Hughes	Councilmember Place 4

**COUNCIL MEMBERS ABSENT:**

Judy Eychner	Mayor
Kim Clarkson	Councilmember Place 1, Mayor Pro Tem

**CITY STAFF PRESENT:**

E.A. Hoppe, City Manager	Mike Hayes, City Attorney
Julie Behrens, Director Finance	Michael Hornes, Asst City Manager
Jacob Bogusch, Accounting Asst	Shelley McElhannon, City Secretary
Ashlea Boyle, Director Parks & Rec	Kim Meismar, Asst City Manager
Megan Folkerts, Senior Analyst	Cody Scott, Compliance Coordinator

**CALL TO ORDER:** On Thursday, July 21, 2022 at 11:50 a.m., Julie Davis, President of the Kerrville Convention and Visitors Bureau (CVB) called the annual budget meeting to order at the Y.O. Hotel and Convention Center – Spanish Oak Room, 2033 Sidney Baker Street, Kerrville, Texas. Julie Davis provided opening remarks and introductions.

**INVOCATION:** Mindy Wendele, CVB Board Member provided the invocation.

**PLEDGE OF ALLEGIANCE:** Julie Davis led the Pledge of Allegiance.

**1. INFORMATION AND DISCUSSION**

1.A. Julie Davis provided information regarding Community Interest, the CVB's mission, Marketing Plan 2023, collected data, target areas, trends, and advertisements. She provided the Annual Report, Proposed Budget 2023, and the draft Marketing Plan. She followed-up with responses to questions. No action was taken during the meeting.

**ADJOURN.** The meeting adjourned 12:55 p.m.

**APPROVED BY COUNCIL:** 7/26/2022 ATTEST:

  
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Judy Eychner, Mayor

  
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Shelley McElhannon, City Secretary