

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
JULY 24, 2013

On Wednesday July 24, 2013, the meeting between the Kerrville City Council and the Kerrville Convention and Visitors Bureau was called to order by Mayor Pratt at 7:00 a.m. at the Inn of the Hills Resort & Conference Center, Angora Room, 1001 Junction Highway, Kerrville, Texas. Invocation was offered by Marie Woodard of CVB staff.

CITY COUNCIL MEMBERS PRESENT:

Jack Pratt	Mayor
Carson Conklin	Mayor Pro Tem
Gene Allen	Councilmember
Stacie Keeble	Councilmember
Justin MacDonald	Councilmember

CITY COUNCIL MEMBERS ABSENT: None

CITY STAFF PRESENT:

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

CVB BOARD MEMBERS PRESENT:

Tom Myers	Chairman
Bob Miller	Vice Chairman
John Helm	
Mike Lemmons	
Greg Maxwell	
Marian Schlunegger	

CVB STAFF PRESENT:

Charlie McIlvain, Executive Director
Marie Woodard, Director of Sales

**PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)
BUDGET AND MARKETING PLAN FOR 2014:**

Mr. McIlvain presented the CVB 2012 annual report and the CVB 2014 Marketing Plan and noted target markets. He stated that Kerrville's greatest weakness was lack of adequate convention space. He estimated that over 300 conferences that contacted CVB were lost each year due to inadequate convention center space. The use of Schreiner University's multi-purpose facility was discussed, but it was noted that timing around the university's schedule limited its use for conventions, housing was dormitory and the city did not receive HOT revenues, and visitors would use the Schreiner cafeteria and not go to restaurants. Mr. McIlvain strongly encouraged council to work toward a convention center and opined it should be in the downtown area.

Mr. McIlvain discussed the 2013 advertising and noted the effectiveness of print media was declining. He proposed shifting more to social media and television by combining with other groups to share advertising cost. He also discussed the proposed rebranding initiative using the new Peterson Plaza and City Hall as the focal point. CVB's website and printed material would be updated with the new brand. CVB staff was also working on setting up an email newsletter and building a data base.

Mr. McIlvain also noted the following points:

- More public access and activity on the river would be beneficial for tourism and increase the city's tax base.
- CVB was considering translating the website to Spanish and possibly German.
- Proposed to focus more on the oil industry this year.
- Hotel tax revenue was starting to climb back; HOT was up 15% year to date.
- 910 jobs with earnings of \$22 million were directly attributed to tourism.
- \$1.2 million was generated in local sales tax, and \$3.3 million in state sales tax by visitors.
- In 2013 Gillespie County's gross revenue from tourism dropped \$1 million and Kerrville's increased \$1 million, and Kerrville's sales tax from tourism was now double Fredericksburg's. Fredericksburg did have a greater amount of available hotel stock.

The meeting adjourned at 8:16 a.m.

APPROVED: _____
ATTEST:

Jack Pratt, Mayor

Brenda G. Craig, City Secretary