

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
JULY 15, 2014

On Wednesday July 15, 2014, 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 YO Ranch Resort Hotel & Conference Center, Spanish Oak Room, 2033 Sidney Baker, Kerrville, Texas. Invocation was offered by Marie Woodard of CVB staff.

CITY COUNCILMEMBERS PRESENT:

Jack Pratt	Mayor
Carson Conklin	Councilmember
Stacie Keeble	Councilmember
Gary Stork	Councilmember

CITY COUNCILMEMBERS ABSENT:

Gene Allen	Mayor Pro Tem
------------	---------------

CITY STAFF PRESENT:

Todd Parton	City Manager
Brenda G. Craig	City Secretary
Sandra Yarbrough	Director of Finance
Ashlea Boyle	Special Projects Manager

CVB BOARD MEMBERS PRESENT:

John Grimes	Bob Miller
John Helm	Brenda Harrison
Mike Lemmons	Karol Schreiner
Greg Maxwell	Marian Schlunegger

CVB STAFF PRESENT:

Charlie McIlvain, President and Chief Executive Officer
Marie Woodard, Director of Sales
Julie Land, Vice President of Operations

**PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)
BUDGET AND MARKETING PLAN FOR 2014/2015:**

Mr. McIlvain presented the CVB 2013 annual report and the CVB 2014/2015 Marketing Plan. He noted a new community branding project underway to transition Kerrville from a rural community to a more contemporary city and promoting arts, wine, river, special events, etc.; branding would use the new city hall, clock tower and downtown plaza as the focal points for marketing. He discussed the new on-line newsletter, new website, and the new computer center with free internet service accessible to visitors at the CVB office. The CVB printed new brochures for motorcycle itineraries and the Museum of Western Art; CVB will design additional brochures and expand advertising and marketing in the future to promote specific events and attractions. He offered to send council a cd of television advertisements that would begin airing soon.

Mr. McIlvain reported that Hotel Occupancy Tax (HOT) continued to grow and noted there were currently 1,112 rooms in Kerrville. In 2013 tourism provided \$59 million in direct spending, \$1.3 million in local tax revenue, and 1,050 jobs in the Kerrville area. He noted marketing challenges, i.e. lack of conference center and adequate hotel inventory to accommodate larger groups, aging hotel inventory, inadequate signage from I-10 to the CVB center, and needed improvements to the Kerr County Youth Exhibition Center. He noted recent legislative discussions in Austin that would move the start date for public schools to early August; this would greatly impact camping and tourism, and he recommended the city participate in lobbying against an earlier start date. Mr. McIlvain also recommended purchasing an electronic sign that could provide information 24/7 at the CVB center, estimated cost \$60,000.

The CVB board noted if the youth exhibition center had a catering kitchen and upgrades the facility would be more marketable; estimated cost at \$150,000. Council noted this was a county facility; however, the city economic improvement corporation would be considering a funding agreement for the facility in the near future.

The meeting adjourned at 8:15 a.m.

APPROVED: 08/26/2014

ATTEST:

/s/

Jack Pratt, Mayor

/s/

Brenda G. Craig, City Secretary