

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
JULY 19, 2016

Thursday July 19, 2016, a meeting of the Kerrville City Council and the Kerrville Convention and Visitors Bureau was called to order by Mayor White at 7:15 a.m. at the YO Ranch Hotel, Spanish Oak Room, 2033 Sidney Baker, Kerrville, Texas. Invocation was offered by Charlie McIlvain, President/CEO of the CVB.

CITY COUNCILMEMBERS PRESENT:

Bonnie White	Mayor
Stephen Fine	Mayor Pro Tem
Glenn Andrew	Councilmember
Gary Stork	Councilmember
Gene Allen	Councilmember

CITY COUNCILMEMBERS ABSENT: None

CITY CORE STAFF PRESENT:

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

CVB BOARD MEMBERS PRESENT:

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

**PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)
2015 ANNUAL REPORT AND MARKETING PLAN FOR 2016-2017:**

Mr. McIlvain, President and Chief Executive Officer of CVB, presented the CVB 2015 annual report and the CVB 2016-2017 Marketing Plan. He noted that advertising and marketing dollars were shifting away from print and more toward digital and social media: 39% print; 37% television, and 24% digital. HOT revenue continued to increase; in 2015 the direct travel spending generated \$61 million dollars into the Kerrville economy and created 1,020 jobs. Visitors also generated approximately \$2 million (one-third) of the local sales tax revenue. He reviewed target markets and noted the community's strengths and benefits.

Mr. McIlvain noted community weaknesses and major challenges that would enhance tourism:

-Lack of conference center with large meeting space; need 50,000-65,000 sq. ft. center with adjoining hotel, preferably in downtown area.

- Aging hotel inventory, newest hotel was 12 years old; no affluent accommodations, which limits conventions that can be attracted.
- Signage and lighting at major entry points; TxDOT removed signs that were on I-10 a few years ago.
- Promotional campaign targeting wineries, distilleries, and brew pubs.
- The new sports center will be a major impact on the local economy. He commended the city for moving forward on sports complex; this will open a whole new market. Should look into a hotel near the new sports complex.
- A water park would do well in Kerrville.

Mr. McIlvain also discussed having something indoors for children to do, and creating a major Christmas lighting project in Louise Hays Park.

The meeting adjourned at 8:37 a.m.

APPROVED: 09-13-16
ATTEST:

/s/
Bonnie White, Mayor

/s/
Brenda G. Craig, City Secretary