

CITY COUNCIL MINUTES  
OF A SPECIAL MEETING

KERRVILLE, TEXAS  
JULY 12, 2018

Thursday July 12, 2018, a meeting of the Kerrville City Council and Kerrville Convention and Visitors Bureau was called to order by Mayor Blackburn at 12:09 p.m. at the Y.O. Ranch Hotel, Guadalupe Room, 2033 Sidney Baker, Kerrville, Texas. Invocation was offered by Charlie McIlvain, President/CEO of the CVB.

CITY COUNCILMEMBERS PRESENT:

Bill Blackburn	Mayor
George Baroody	Mayor Pro Tem
Vincent Voelkel	Councilmember
Judy Eychner	Councilmember
Delayne Sigerman	Councilmember

CITY COUNCILMEMBERS ABSENT: None.

CITY STAFF PRESENT:

Mark McDaniel	City Manager
E.A. Hoppe	Deputy City Manager
Mike Hayes	City Attorney
Brenda G. Craig	City Secretary
Amy Dozier	Director of Finance
Ashlea Boyle	Director of Parks and Recreation
Kim Meisner	Director of General Operations

CVB BOARD MEMBERS PRESENT:

Greg Maxwell, Chairman	
Jan Lynch, Vice Chairman	
Karol Schreiner, Secretary	
Tom Myers, Treasurer	
Lisa Winters	John Helm
Mike Lemmons	Stephanie Turnham
Laura Russell	

**PRESENTATION OF THE KERRVILLE CONVENTION & VISITORS BUREAU (CVB)  
BUDGET AND MARKETING PLAN FOR 2018-2019:**

Charlie McIlvain, President and Chief Executive Officer of CVB, presented the CVB 2018 annual report and the 2018-2019 Marketing Plan.

Mr. McIlvain submitted a proposed budget for FY18-19 of \$980,099, including two new projects: increased advertising for the Kerrville Sports Center and building maintenance needs. He discussed the following:

- HOT collections increased 7.5% from FY15/16 to 16/17 and collections for FY 17/18 increased 10% over this time last year.
- Sales tax collections increased over \$8M in 2017 and Kerrville continued to exceed

Fredericksburg and Boerne.

- CVB's proposed budget would allocate 62% of the budget for marketing, 11% for the visitor center, and 27% on administration.
- Tourism generated \$67M in direct travel spending and provided 1,100 jobs in the Kerrville area; generated \$2.4M in local sales tax revenue and \$3.9M in state tax revenues; and reduced the local tax burden on residents by \$6.9M in 2017.
- Visitor originations, media advertising and use of social media.
- 11 entities were active in the arts advertising coop managed by CVB.
- Reviewed several challenges: most bed and breakfast establishments were not paying HOT which negatively impacted the city's budget and reduced overnight stays at hotels that did collect HOT; continued attempts by the state legislature to advance the start of school opening which decreased summer camp scheduling; and the lack of conference center/large meeting space and aging hotel inventory limited CVB's ability to attract white collar events.

Mr. Myers asked where the city planned to spend HOT revenues that were being retained by the city. Mr. McDaniel noted funds were being budgeted for: Fourth on the River, Festival of the Arts, and Playhouse 2000.

Laura Russel requested the city look at providing indoor activities for children so they can get out of the hotel rooms during inclement weather.

The meeting adjourned at 1:20 p.m.

APPROVED: 08/14/2018

ATTEST:

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Bill Blackburn, Mayor

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Brenda G. Craig, City Secretary