

CITY COUNCIL MINUTES  
OF A SPECIAL MEETING

KERRVILLE, TEXAS  
JULY 21, 2011

On Thursday July 21, 2011, the meeting between the Kerrville City Council and the Convention and Visitors Bureau was called to order by Mayor Wampler at 7:10 a.m. at the YO Ranch Hotel, 2033 Sidney Baker, Kerrville, Texas.

MEMBERS PRESENT:

David Wampler	Mayor
Carson Conklin	Councilmember
Stacie Keeble	Councilmember

MEMBERS ABSENT:

Gene Allen	Mayor Pro Tem
T. Scott Gross	Councilmember

STAFF PRESENT:

Todd Parton	City Manager
Brenda G. Craig	City Secretary
Mike Erwin	Director of Finance
Mindy Wendele	Director of Business Programs
Sandra Yarbrough	Assistant Director of Finance

CVB BOARD PRESENT:

Lew Williams	Bob Miller
Jan Lynch	John Helm
John Grimes	

CVB STAFF PRESENT:

Sudie Burditt, Executive Director	
Marie Woodard	Cyndi Copeland
Julie Land	Jenny Harris

PRESENTATION OF THE KERRVILLE CONVENTION AND VISITORS BUREAU (CVB) 2010 ANNUAL REPORT

Sudie Burditt presented the 2010 annual report and discussed the following points.

- Estimated the direct economic impact of tourism in 2010 at \$57 million and noted Kerrville had room for growth on weekdays and during off season.
- 12,859 visitors at the CVB office in 2010, an increase of 16% from FY09; website traffic increased 10% to 258,793 in 2010.
- The estimated number of visitors to Kerrville in 2007 was 1,907,684.

SPECIAL EVENTS MARKETING AND PRODUCTION EXPANSION PROJECT:

Ms. Burditt stated she had worked with Mr. Parton and city staff to develop a plan to expand special events marketing; the objectives would be to:

- Increase the number of special events and sports related activities and events to maximize usage of available facilities and hotel properties.

- Strengthen Kerrville's image as a premier destination for events, particularly in the adult market.
- Assist the city's parks and recreation department in marketing to ensure than the maximum number of events were brought to the area.

Ms. Burditt discussed the following points:

- Potential growth and expansion of tourism by increasing seasonal events marketing.
- The person would focus on bringing new events to Kerrville to fill hotel rooms; this person would not take over existing events, but would provide service to existing events to ensure they remained in Kerrville.
- Focus on marketing events that would take advantage of existing venues, resources and assets; identified events that would work in Kerrville.
- Estimated the January – September 2012 budget for special events marketing and production expansion project at \$105,000 and reviewed that budget.

HOTEL OCCUPANCY TAX APPLICATIONS:

Mr. Erwin discussed the process for presentations from applicants. The consensus of the council was that all HOT applicants be allowed three minutes for their presentation at the August 9 meeting.

The meeting adjourned at 8:00 a.m.

APPROVED: \_\_\_\_\_

ATTEST:

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David Wampler, Mayor

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Brenda G. Craig, City Secretary