

CITY COUNCIL MINUTES
OF A SPECIAL MEETING

KERRVILLE, TEXAS
NOVEMBER 18, 2011

On Friday November 18, 2011, the meeting between the Kerrville City Council and the Convention and Visitors Bureau was called to order by Mayor Wampler at 10:05 a.m. in the City Hall Council Chambers, 800 Junction Highway, Kerrville, Texas.

MEMBERS PRESENT:

David Wampler	Mayor
Carson Conklin	Councilmember
T. Scott Gross	Councilmember
Stacie Keeble	Councilmember

MEMBERS ABSENT:

Gene Allen	Mayor Pro Tem
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CITY EXECUTIVE STAFF PRESENT:

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

CVB BOARD PRESENT:

Lew Williams	Tom Myers
Jan Lynch	John Helm
John Grimes	Karol Schreiner
Michael Lemmons	

CVB STAFF PRESENT:

Sudie Burditt, Executive Director

Consideration and Possible Action: Special Events Coordinator Concept.

Mr. Parton reviewed the special events coordinator concept and identified the type of activities, productions and events that could be solicited; these should be new events and not compete against existing events. He discussed existing city amenities and things the city could do to create more venues that could be marketed.

Ms. Burditt noted tourism was the primary industry in Kerrville and the basis for the CVB; the special event concept aligned well with CVB's mission statement, i.e. to create maximum hotel occupancy through a marketing program aimed at attracting overnight visitors who will spend money in the Kerrville area. She identified market segments that could be targeted or expanded in the future and felt this concept fell into their expertise if the budget was funded by the city. She questioned what goal the city was trying to accomplish, i.e. events planner, or sales and marketing. Events planning might be more appropriately handled through the city, whereas sales and marketing would be appropriate through the CVB.

Ms. Burditt identified the strengths upon which the sales effort could capitalize, e.g. Guadalupe River, Shooting Sports Center air hall that could handle large events, and the availability of several parks, golf courses and camps. She acknowledged a list of weaknesses and suggested a plan to address some of those weaknesses. The main weaknesses were: scattered accommodations, lack of air transportation and shuttle service, and sufficient meeting space to accommodate large groups.

She opined that the purpose of the special events coordinator should be to market and bring new events to town during slow periods, e.g. winter months, when rooms are available and not compete with existing events and times when hotels were already full. The project should focus on groups that already have organized events in place and have some sponsorship funds; local sponsors were tapped out and asking for additional funding would result in competing events and likely pull funds from existing events.

The city council would determine the success of the special events project. The coordinator's office would be at the CVB, and that person would report directly to Ms. Burditt. Special events reports would be made to city council by Ms. Burditt as a separate part of the CVB report; special events funds would be a separate line item within the CVB budget and not melded into the regular CVB budget. If the project was not accomplishing the goals set in four years, the city and CVB would reevaluate the concept and set new priorities and performance marketing measures or discontinue the project. Ms. Burditt also asked council to consider the lost business report; events that cannot come to Kerrville due to lack of convention center space and accommodations for large events.

Ms. Burditt noted that city staff was assisting in writing the profile and job description for the position and placing advertisements with Texas CVB and TML; the goal was to have someone hired in January 2012. Mr. Parton noted the description included performance-based marketing measures.

The council and CVB Board also discussed the following issues:

- Need to have measureable accountability of tax funds that are provided to the CVB.
- How to measure the success of the project; consider economic impact to the community, not just hotel nights.
- Position should focus on sales and marketing, not production.
- City should provide in kind services and venues; no additional tax funds outside of the budget (\$105,000) should be provided.
- Suggested marketing the tag line "On The River".
- The city was planning to build an amphitheater in Louise Hays Park as part of the planned improvements in the \$2 million bonds planned to be sold in 2012.
- Suggested the city build a baseball and soccer field complex; 500-700 people participate in sports each weekend.
- Hill Country Shooting Sports Center was a large investment that was not being utilized to full potential.

The following persons spoke:

1. William Beltrone opined that \$500,000 would be better spent on infrastructure and amenities; such improvements would attract events; the city should take advantage of what the city has. Ms. Burditt stated that spending HOT funds on infrastructure and amenities was not a legal use of HOT funds.

2. Bob Miller suggested when marketing events in Louise Hays Park, two major issues should be considered: there was no electricity in most of the park and there was no way to control entry into the park. He questioned what role the city would have in helping with local events production and promotion. Mayor Wampler noted the city should participate with in kind services and make facilities available, noting that for some events this amounted to \$30,000; the city should not provide cash.

The meeting adjourned at 11:35 a.m.

APPROVED: _____

ATTEST:

David Wampler, Mayor

Brenda G. Craig, City Secretary