

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
BOERNE, TX 78006
July 9, 2026 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

Chairman Tommy Mathews to welcome Tran Dong, Director of Sales for The Bevy Hotel to the Visit Boerne Advisory Board.

2. PUBLIC COMMENTS:

This is an opportunity for visitors and guests to address the Advisory Board on any issue. The Advisory Board may not discuss any presented issue, nor may any action be taken on any issue at this time. (Attorney General Opinion – JC-0169)

3. APPROVE MINUTES

[2026-301](#) a. Approve Minutes from Quarterly Meeting of April 9, 2026

Attachments: [Unofficial Meeting Minutes of April 9, 2026](#)

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

[2026-302](#) a. Fair Market Share Reports - Hill Country Competitive Set
4th Qtr. Ended 12/31/2025 and Comparative to 12/31/2024
Year Ended 12/31/2025 and Comparative to 12/31/2024
1st Qtr. Ended 3/31/2026 and Comparative to 3/31/2025

Attachments: [Hill Country Hotel Performance](#)

[2026-303](#) b. Smith Travel Research Overview
October through December 2025
January through December 2025
January to June 29, 2026

Attachments: [Smith Travel Research Overview](#)

[2026-304](#) c. Traffic Summaries
Hotel Reports-4th Qtr 2025, YE 2025, 1st Qtr 2026
Hill Country Mile Rpts-4th Qtr 2025, YE 2025, 1st Qtr 2026

Attachments: [Hotel Reports](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

[2026-305](#) a. Current/Recent Advertising Creative

Attachments: [Current Advertising](#)

[2026-306](#) b. Influencer Status Report

Attachments: [Influencer Reports](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2026-307](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2026-308](#) b. Groups / Collaboration Update

Attachments: [Groups Update](#)

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2026

[2026-309](#) a. 2026 Regular Meetings Schedule

Attachments: [Visit Boerne Advisory Board 2026 Meeting Dates](#)

8. COMMENTS FROM BOARD & Staff

Nick Montagno, Director of Operations

9. ADJOURNMENT

s/s Jeanette Teague _____
Visit Boerne Assistant Director

CERTIFICATION

I hereby certify that the above notice of meeting was posted on the 3rd day of July 2026 at 4:00 p.m.

s/s Jeanette Teague _____ Assistant Director

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The City Hall building is wheelchair accessible. Access to the building and special parking are available at the northeast entrance to the building. Requests for auxiliary aids and special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 830-249-9511.

