

AGENDA
QUARTERLY MEETING OF THE
VISIT BOERNE ADVISORY BOARD
RONALD C. BOWMAN COUNCIL CHAMBERS
447 North Main Street
Boerne, TX 78006
October 8, 2026 – 4:00 p.m.

1. CALL TO ORDER – 4:00 PM

2. CITIZENS COMMENTS:

This is the 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 FROM REGULAR QUARTERLY MEETING:

- [2026-446](#) a. Approve Minutes from Regular Quarterly Meeting of July 9, 2026

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

4. RECEIVE PRESENTATION ON HOTEL PERFORMANCE

- [2026-447](#) a. Fair Market Share Reports - Hill Country Competitive Set

Attachments: [Hill Country Performance](#)

- [2026-448](#) b. Smith Travel Research Overview

Attachments: [Smith Travel Research Overview](#)

- [2026-449](#) c. Placer.AI Destination Reports

Attachments: [Placer Destination Reports](#)

5. RECEIVE UPDATE ON MARKETING & ADVERTISING

- [2026-450](#) a. Current - Recent Advertising Creative

Attachments: [Current Recent Advertising](#)

- [2026-451](#) b. Influencer Status Update

Attachments: [Influencer Status Report](#)

6. RECEIVE UPDATE ON DEPARTMENT

[2026-452](#) a. Tourism Industry Update

Attachments: [Tourism Industry Update](#)

[2026-453](#) b. Groups - Collaboration Update

Attachments: [Groups Update](#)

[2026-454](#) c. 2026 HOT Grant Events Update

Attachments: [2026 HOT Grant Events Update](#)

7. RECEIVE ADVISORY BOARD MEETING DATES FOR 2027

[2026-455](#) a. 2027 Regular Meetings Schedule

Attachments: [2027 Meeting Dates](#)

8. COMMENTS FROM BOARD & STAFF

9. ADJOURNMENT

Next regular quarterly meeting will be on January 14, 2027.

s/s Nick Montagno _____
Director of Operations

CERTIFICATION

**I hereby certify that the above notice of meeting was posted on the 2nd day of
October, 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 north east entrance to the building. Requests for special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 830-249-9511.