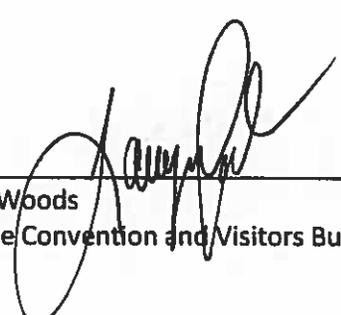


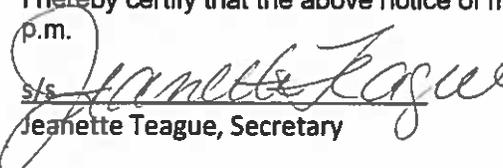
AGENDA
CONVENTION AND VISITORS BUREAU ADVISORY BOARD
CITY COUNCIL CHAMBERS
124 OLD SAN ANTONIO ROAD
BOERNE, TX 78006
OCTOBER 1, 2015 5:30 PM

1. CALL TO ORDER 5:30PM
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 0 JC-0169)
3. APPROVE MINUTES OF REGULAR CALLED MEETING OF JULY 2, 2015
4. REVIEW SOCIAL MEDIA STATISTICS FOR 2ND QUARTER 2015
5. REVIEW HOTEL PERFORMANCE FOR 2ND QUARTER 2015
6. REVIEW FALL VISITORS GUIDE
7. REVIEW ADVERTISING SCHEDULE FOR FY 10/1/2015 – 9/30/2016
8. REVIEW INTERNATIONAL ADVERTISING – SA CVB & TEXAS HILL COUNTRY COOP
9. REVIEW STRATEGIC MARKETING PLAN FOR 2015-2016
10. REVIEW CVB GOALS FOR 2015-2016
11. COMMENTS FROM BOARD & STAFF
12. ADJOURNMENT

s/s 
Larry Woods
Boerne Convention and Visitors Bureau Director

CERTIFICATION

I hereby certify that the above notice of meeting was posted on the 25TH OF SEPTEMBER 2015 at 5:00 p.m.

s/s 
Jeanette Teague, Secretary

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Police/Municipal Court Complex is wheelchair accessible. Access to the building and special parking is available at the front entrance of 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.