H.R. No. 20

R E S O L U T I O N

WHEREAS, Charlie McIlvain is retiring as president and CEO of the Kerrville Convention & Visitors Bureau on January 15, 2021, drawing to a close an exceptional career in the travel and tourism industry that has spanned more than four and a half decades; and

WHEREAS, Mr. McIlvain has served at the helm of the Kerrville Convention & Visitors Bureau since October 2012, when he was named chief executive officer and director; under his able leadership, the CVB staff has completed a number of important initiatives, including developing and updating all promotional and collateral materials, adding social media and television advertising to marketing strategies, and branding Kerrville as "the capital of the Texas Hill Country"; moreover, a significant increase in hotel occupancy has boosted the city's economy during his tenure; and

WHEREAS, Prior to his work with the Kerrville CVB, Mr. McIlvain held the role of director of the Granbury Convention and Visitors Bureau for a number of years; he has also served as marketing vice president for the Odessa Chamber of Commerce and as tourism director for the Fort Worth Convention & Visitors Bureau, and he helped develop the City of Farmers Branch Marketing Department; his career in the industry began in 1974, when he established the Las Cruces Convention & Visitors Bureau while attending New Mexico State University; along the way, he and his wife, Ronda, have founded Idle Time Tours, Inc., as well as Texas Destinations; and

WHEREAS, Widely respected, Mr. McIlvain has chaired the boards of numerous Texas travel industry organizations and is a former president of the Texas Association of Convention & Visitor Bureaus and the National Tour Association; further, he is actively involved with the Kerr County Historical Commission, the Heart of the Hills Heritage Center, and the Kerr Economic Development Corporation; he is a recipient of the prestigious Gene Phillips Hospitality Award from the Texas Department of Transportation; and

WHEREAS, The residents of Kerrville have greatly benefited from the vision, commitment, and expertise of Charlie McIlvain, and he may indeed reflect with pride on his many achievements; now, therefore, be it

RESOLVED, That the House of Representatives of the 87th Texas Legislature hereby congratulate Charlie McIlvain on his retirement as president and CEO of the Kerrville Convention & Visitors Bureau and extend to him sincere best wishes for the future; and, be it further

RESOLVED, That an official copy of this resolution be prepared for Mr. McIlvain as an expression of high regard by the Texas House of Representatives.

Murr

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Speaker of the House

I certify that H.R. No. 20 was adopted by the House on March 10, 2021, by a non-record vote.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chief Clerk of the House