

R E S O L U T I O N

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

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

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

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

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

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

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

Murr

H.R. No. 20

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