

By: Murr

H.R. No. 20

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.