



**SAN MARCOS CONVENTION AND VISITOR BUREAU
BOARD OF DIRECTORS MEETING**

DATE: Wednesday, January 18, 2023

TIME: 11:30 a.m.

LOCATION: Kerbey Lane, 221 E Sessom Dr

MISSION STATEMENT

The San Marcos Convention and Visitor Bureau is committed to developing and marketing San Marcos as a premier year-round destination for leisure, group, and business travelers that will have a positive economic impact on the community. We serve as the advocate for the traveler and promote that which is unique to San Marcos.

AGENDA

1. Call to Order and Roll Call
2. Citizen Comment Period – **3 Minutes**
3. Mission Statement – **1 Minute**
4. Guest Speaker- Texas State University Athletics – **15 Minutes**
5. Consider Acceptance of Minutes November 16, 2022 – **3 Minutes**
6. Review and Accept Financial Report through January 2023 – **10 Minutes**
7. Marketing Update – **10 Minutes**
8. Director Report – **20 Minutes**
 - a. Hotel market update
 - b. San Marcos – Tax Revenue Collections
 - c. November-January Staff Activities
 - d. Development updates and events
 - e. Alleys without Names Task Force
9. Future Agenda Items – Discuss items designated for future agenda – **5 Minutes**
10. Around the Room – Representatives Activities, Events and Updates – **15 Minutes**
11. Question and Answer Session with Press and Public
12. Adjournment

**San Marcos Convention and Visitor Bureau
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