



SAN MARCOS CONVENTION AND VISITOR BUREAU BOARD OF DIRECTORS MEETING

DATE: Wednesday, January 20, 2021

TIME: 11:30 a.m.

PLACE: Virtual Zoom Webinar

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87933205039>

Or Telephone:

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Webinar ID: 879 3320 5039

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: Cassidy Berenato, San Marcos Regional Airport – **15 Minutes**
5. Consider Acceptance of Minutes November 18, 2020 – **3 Minutes**
6. Review and discuss Financial Report through January 2021 – **10 Minutes**
7. CVB Advisory Board Composition Resolution - Discuss and take action – **10 Minutes**
8. COVID-19 Report and Updates – **10 Minutes**
9. Director Report – **15 Minutes**
 - a. Tourism website update
 - b. Hotel market update
 - c. San Marcos – Tax Revenue Collections
 - d. November - January Staff Activities
 - e. Development updates and events
10. Future Agenda Items – Discuss items designated for future agenda – **5 Minutes**
11. Around the Room – Representatives Activities, Events and Updates – **5 Minutes**
12. Question and Answer Session with Press and Public
13. Adjournment

San Marcos Convention and Visitor Bureau
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