



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

DATE: Wednesday January 16, 2019
TIME: 11:30 a.m.
PLACE: Kissing Tree Independence Hall

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. Election of Vice Chair – **5 Minutes**
5. Guest Speaker: Bryan Miller, Texas State Athletics – **15 Minutes**
6. Consider Acceptance of Minutes November 14, 2018 – **5 Minutes**
7. Discussion of Committee and Task Force Reports – **20 Minutes**
 - a. Discuss and Consider Acceptance of Financial Report through January 2019
 - b. Marketing Committee – Charlotte Wattigny
8. CVB Director Report– **10 Minutes**
 - a. San Marcos Hotel Market Update
 - b. Hotel Tax Revenue Collections
 - c. Group and Event Servicing
 - d. November/December Staff Activities
 - e. Short Term Rental Update
9. Future Agenda Items – Discuss items designated for future agenda – **5 Minutes**
10. Question and Answer Session with Press and Public
11. Adjournment

San Marcos Convention and Visitor Bureau
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