



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

**DATE: Wednesday, March 17, 2021**

**TIME: 11:30 a.m.**

**PLACE: Virtual Zoom Webinar**

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89367507305?pwd=UmtibnRSWXN2TlZlUkc2bTJEdEVTUT09>

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Webinar ID: 893 6750 7305

### ***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: July Moreno, Mermaid Society of Texas – **10 Minutes**
5. Board Appointments Update – **5 Minutes**
6. Consider Acceptance of Minutes January 20, 2021 – **3 Minutes**
7. Review and Accept Financial Report through March 2021 – **10 Minutes**
8. Marketing Update – **10 Minutes**
9. Director Report – **20 Minutes**
  - a. Website overview
  - b. Hotel market update
  - c. San Marcos – Tax Revenue Collections
  - d. January - March 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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[www.toursanmarcos.com](http://www.toursanmarcos.com)**

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