



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

DATE: Wednesday, July 21, 2021

TIME: 11:30 a.m.

PLACE: Black's BBQ

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. Consider Acceptance of Minutes May 19, 2021 – **3 Minutes**
5. Election of Board Chair – **3 Minutes**
6. Review and Accept Financial Report through July 2021 – **10 Minutes**
7. Follow up to Lights Out Texas Birding Resolution – **5 Minutes**
8. Marketing and Website Update – **10 Minutes**
9. Director Report – **20 Minutes**
 - a. Website overview
 - b. Hotel market update
 - c. San Marcos – Tax Revenue Collections
 - d. May - July 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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