

**Minutes
Advisory Board
San Marcos Convention and Visitor Bureau
Wednesday, January 16, 2019**

Call to Order and Roll Call

The January CVB Advisory Board meeting was called to order at 11:47am at Kissing Tree's Independence Hall. Present Board Members included John Lairsen, Richard Morace, Dan Alden, Monte Sheffield, Ruth Buck, Pablo Palomino, James Martin, Lisa Prewitt, Bert Strateman and Celena McGill. Ex-Officio members included Rosina Valle, Josie Falleta, Collette Jamison, Jason Mock and John Ellis. Guests included Bryan Miller and David Short. Staff present were Rebecca Ybarra-Ramirez, Charlotte Wattigny and Denise Pardo.

Citizen Comment Period – Kevin Wilson welcomed the board to Kissing Tree and offered details about their community events.

Election of Vice Chair - Dan Alden was nominated as Vice Chair. Motion passed.

Guest Speaker

Bryan Miller, Texas State Athletics, spoke of the remodeled Strahan Arena at the University Event Center. He shared information about the capacity, usage and the added technology to allow broadcasts of home games through ESPN. Bobcat Baseball and Softball fields turf was updated.

Minutes

Dan Alden motioned to accept the November 14, 2018 minutes; Monte Sheffield seconded. Motion passed.

Committee Reports

Finance: Ybarra-Ramirez reported the expenses from October - December 2018. Trade show expense included Mexico Media Mission, and meeting planner shows Connect Texas and Southwest Showcase. HOT revenue was not generating as expected for FY18 and FY19. Bert Strateman motioned to accept the financial report through January 2019. Richard Morace seconded. Motion passed.

Committee and Task Force

Charlotte Wattigny presented a marketing and materials update. She shared that of the people who visit San Marcos after seeing a TourSanMarcos.com ad, more than 50% visit within 30 days. SEO marketing shows that thirteen percent of people search for TourSanMarcos.com through Google. SMCVB will continue using retargeting ads and advertising in Mexico. The next marketing meeting will be held April 2019.

CVB Director Report

Ybarra-Ramirez reported on San Marcos' hotel taxable receipts for FY18. Tax collections were down .9% in October and a .2% increase in November over previous year. Although the November report reflects a 12.5% increase, this is the result of a \$33,000 payment from a previous year. She reported FY18 taxable receipts were down 5% over FY17. An increase in ADR and occupancy is anticipated due to the closure of Summit Inn. Chick-fil-A is scheduled for construction on that property.

Ybarra-Ramirez stated the Best Buy call center contributed to the November sales tax collection increase of 27.2%. Ruth Buck reported the Conference Center carpet will be replaced December 2019. She reported the conference center contracted events for 2023.

Short-term rental update

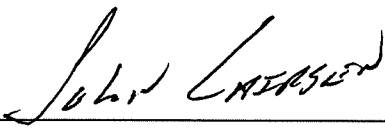
Ybarra-Ramirez reported nine new properties and three pending. In November, over \$5,000 was collected from short-term rentals. A vendor has been contracted to monitor non-permitted operation of short-term rentals.

Future Agenda Items – None

Question and Answer Session with Press and Public - None

Adjournment

Meeting adjourned at 1:07 pm.

A handwritten signature in black ink, appearing to read "John L. Anderson", written over a horizontal line.

Chair