



**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>

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 or +1 929 205 6099 or +1 301 715 8592

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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