



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

DATE: Wednesday, November 17, 2021

TIME: 11:30 a.m.

PLACE: Saltgrass Steak House

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 **□Amy Thomaides, Community Enhancement Initiatives Manager-15 Minutes**
5. Consider Acceptance of Minutes September 15, 2021 **□3 Minutes**
6. Review and Accept Financial Report through November 2021 **□10 Minutes**
7. Discuss member that represents river/natural area preservation in the city **□10 Minutes**
8. Marketing and Website Update **□10 Minutes**
9. Director Report **□15 Minutes**
 - a. Hotel market update
 - b. San Marcos **□Tax Revenue Collections**
 - c. September - November Staff Activities
 - d. 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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