



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

**DATE: Wednesday, January 19, 2022**

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

**PLACE: Virtual Zoom**

**PUBLIC LOCATION: Tourist Information Center, 617 N. IH 35**

<https://us02web.zoom.us/j/82333133968>

**Or Telephone:**

**US: +1 346 248 7799 or 888 788 0099 (Toll Free)**

**Webinar ID: 823 3313 3968**

***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 ☐ **3 Minutes**
  - a. September 15, 2021
  - b. November 17, 2021 ☐ No minutes due to no Quorum
5. Review and Accept Financial Report through January 2022 ☐ **10 Minutes**
6. Discuss member that represents river/natural area preservation in the city ☐ **10 Minutes**
7. Marketing and Website Update ☐ **10 Minutes**
8. Director Report ☐ **15 Minutes**
  - c. Hotel market update
  - d. San Marcos ☐ Tax Revenue Collections
  - e. November ☐ January Staff Activities
  - f. Development updates and events
9. Future Agenda Items ☐ Discuss items designated for future agenda ☐ **5 Minutes**
10. Around the Room ☐ Representatives Activities, Events and Updates ☐ **5 Minutes**
11. Question and Answer Session with Press and Public
12. Adjournment

**San Marcos Convention and Visitor Bureau  
617 IH 35 North, San Marcos, TX 78666  
[www.visitsanmarcos.com](http://www.visitsanmarcos.com)**