



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

DATE: Wednesday January 15, 2020

TIME: 11:30 a.m.

PLACE: Old Fish Hatchery Building

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: Richard Reynosa, Senior Engineer COSM CIP– **15 Minutes**
5. Consider Acceptance of Minutes November 20, 2019 – **5 Minutes**
6. Review and discuss Financial Report through January 2020 - **10 Minutes**
7. Marketing Report – **15 Minutes**
8. CVB Director Report– **10 Minutes**
 - a. San Marcos Hotel Market Update
 - b. Hotel Tax Revenue Collections
 - c. Group and Event Servicing
 - d. November/December Staff Activities
 - e. Short Term Rental Update
9. Future Agenda Items – Discuss items designated for future agenda – **5 Minutes**
10. Question and Answer Session with Press and Public
11. Adjournment

**San Marcos Convention and Visitor Bureau
617 IH 35 North, San Marcos, TX 78666
www.toursanmarcos.com**