



Convention and Visitor Bureau

REGULAR MEETING MINUTES

18 January, 2023

The Convention and Visitor Bureau Advisory Board convened in a regular meeting on 18 January, 2023 at Kerbey Lane at 221 E. Sessom Dr. in San Marcos, Texas.

Chair Dan Alden called the Board Meeting to order at 11:39 a.m.

Board Members in Attendance: Chair Dan Alden, Vice Chair Cody Taylor, Linda Coker, Allison Murphy, Monte Sheffield, Michael Rowley, Rosina Valle, Kristin Williams. Ex-officio in Attendance: Jaime Lee Case, Jason Giulietti, and Brad Cesak.

Staff in Attendance: Rebecca Ybarra, Charlotte Wattigny, Denise Pardo, and Jared Stratemann

1. **CITIZEN COMMENT PERIOD:** None

2. **GUEST SPEAKERS:** Bryan Miller, Texas State University Athletics

3. **APPROVAL OF MINUTES**

The minutes from meeting of November 16, 2022 were approved on Board Member Rosina Ville motion, Board Member Michael Rowley second on an unanimous vote.

4. **REVIEW AND ACCEPT FINANCIAL REPORT THROUGH JANUARY 2023**  
Ybarra reported advertising expenses are at 82.85% of budget year. Expenses through January represents 53.24% of the budget year. The financial report through January 2023 were approved on Board Vice Chair Cody Taylor, Board Member Kristin Williams second on a unanimous vote.

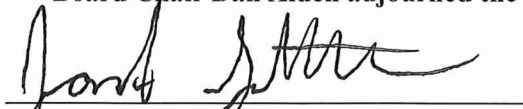
5. **DIRECTOR REPORT**

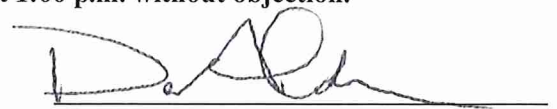
Ybarra reported that 2022 hotel taxable receipts surpassed 2019 taxable receipts. Compared to FY2021 hotel taxable receipts increased by 30.2%. November 2022 sales tax revenue increased 21.8% compared to previous year.

6. **FUTURE AGENDA ITEMS:** None

7. **ADJOURN**

Board Chair Dan Alden adjourned the meeting at 1:00 p.m. without objection.

  
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Staff Liaison

  
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Board/Commission Chair

