



Convention and Visitor Bureau

REGULAR MEETING MINUTES

15 March, 2023

The Convention and Visitor Bureau Advisory Board convened in a regular meeting on 15 March, 2023 at San Marcos Activity Center at 501 E. Hopkins in San Marcos, Texas.

Chair Dan Alden called the Board Meeting to order at 11:49 a.m.

Board Members in Attendance: Chair Dan Alden, Allison Murphy, Aubrey Valdez, Cathy Dillon, Celena McGuill, Linda Coker, Miranda Wait, Vic Patel. Ex-officio in Attendance: Brad Cesak, Jaime Lee Case, and Josie Falletta.

Staff in Attendance: Rebecca Ybarra, Charlotte Wattigny, Steven Anderson, and Jared Stratemann

1. **CITIZEN COMMENT PERIOD:** None

2. **GUEST SPEAKERS:** Rohit Vij, City of San Marcos CIP/Engineering

3. **APPROVAL OF MINUTES**

The minutes from meeting of 18 January, 2023 were approved on Board Member Linda Coker motion, Board Member Allison Murphy second on an unanimous vote.

4. **REVIEW AND ACCEPT FINANCIAL REPORT THROUGH MARCH 2023**  
Ybarra reported advertising expenses are at 82.85% of budget year. Expenses through March represents 59.93% of the budget year. The financial report through March 2023 were approved on Board Member Celena McGuill, Board Member Aubrey Valdez second on a unanimous vote.

5. **DIRECTOR REPORT**


Due to time constraints, Ybarra asked the board members to review the Director report for detailed staff activities.

6. **FUTURE AGENDA ITEMS:**

Election of Officers – Postponed until next board meeting on Board Member Linda Coker Motion, Board Member Cathy Dillon second on a unanimous vote.

7. **ADJOURN**

Board Chair Dan Alden adjourned the meeting at 1:10 p.m. without objection.

  
Staff Liaison

  
Board/Commission Chair