



Convention and Visitor Bureau

REGULAR MEETING MINUTES
19 July, 2023

The Convention and Visitor Bureau Advisory Board convened in a regular meeting on 19 July, 2023 at Black's Barbeque at 510 Hull St. in San Marcos, Texas.

Chair Dan Alden called the Board Meeting to order at 11:51 a.m.

Board Members in Attendance: Chair Dan Alden, Allison Murphy, Aubrey Valdez, Cathy Dillon, Celena McGill, Cody Taylor, Elva Zdeb, John Corwin, Linda Coker, Miranda Wait, Vic Patel.
Ex-officio in Attendance: Jaime Lee Case and Josie Falletta.

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

1. CITIZEN COMMENT PERIOD: None

2. ELECTION OF OFFICERS

- a. Dan Alden nominated himself as CVB Chair; Linda Coker second on a unanimous vote.
- b. Dan Alden nominated Cody Taylor as CVB Vice-Chair; Celena McGill second on a unanimous vote.

3. APPROVAL OF MINUTES

The minutes from meeting of March 15, 2023 were approved on Vice-Chair Cody Taylor motion, Board Member Celena McGill second on an unanimous vote.

4. REVIEW AND ACCEPT FINANCIAL REPORT THROUGH JULY 2023

Ybarra reported advertising expenses are at 90.34% of budget year. Expenses through July represents 79.25% of the budget year. The financial report through July 2023 were approved on Board Member Aubrey Valdez, Board Member Cathy Dillon second on a unanimous vote.

5. DIRECTOR REPORT

Ybarra Reported no new taxable receipt information was available.

6. FUTURE AGENDA ITEMS: None

7. ADJOURN

Board Member Elva Zdeb motion to adjourn, Allison Murphy second. The meeting adjourned at 1:00 p.m. without objection.


Staff Liaison


Board/Commission Chair