



Convention and Visitor Bureau

**REGULAR MEETING MINUTES**  
*20 September, 2023*

The Convention and Visitor Bureau Advisory Board convened in a regular meeting on 20 September, 2023 at San Marcos Activity Center at 501 E. Hopkins in San Marcos, Texas.

Chair Dan Alden called the Board Meeting to order at 11:53 a.m.

**Board Members in Attendance:** Chair Dan Alden, Allison Murphy, Cody Taylor, Elva Zdeb, Linda Coker, Miranda Wait, and Tammy Gonzales.

**Ex-officio in Attendance:** Josie Falletta.

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

1. **CITIZEN COMMENT PERIOD:** None
2. **APPROVAL OF MINUTES**  
The minutes from meeting of July 19, 2023 were approved on Board Member Linda Coker motion, Vice-Chair Cody Taylor second on an unanimous vote.
3. **REVIEW AND ACCEPT FINANCIAL REPORT THROUGH SEPTEMBER 2023**  
Ybarra reported advertising expenses are at 101.23% of budget year. Expenses through September represents 92.00% of the budget year. The financial report through September 2023 were approved on Board Member Elva Zdeb, Board Member Linda Coker second on a unanimous vote.
4. **DIRECTOR REPORT**  
Ybarra Reported no new taxable receipt information was available.
5. **FUTURE AGENDA ITEMS:** None
6. **ADJOURN**  
Board Member Linda Coker motion to adjourn. The meeting adjourned at 1:00 p.m. without objection.

  
Staff Liaison

  
Board/Commission Chair