SAN MARCOS CONVENTION AND VISITOR BUREAU
BOARD OF DIRECTORS MEETING

DATE: Wednesday, January 17, 2024
TIME: 11:30 a.m.
PLACE: Pauline Espinosa Community Hall, 170 Charles Austin Dr.

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. Consider Acceptance of Minutes November 15, 2023 – 3 Minutes
6. Marketing Update – 10 Minutes
7. Director Report – 20 Minutes
   a. Hotel market update
   b. San Marcos – Tax Revenue Collections
   c. November – January Staff Activities
   d. Development updates and events
8. Future Agenda Items – Discuss items designated for future agenda – 5 Minutes
9. Around the Room – Representatives Activities, Events and Updates – 15 Minutes
10. Question and Answer Session with Press and Public
11. Adjournment

San Marcos Convention and Visitor Bureau
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www.visitsanmarcos.com

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