Minutes
Advisory Board
San Marcos Convention and Visitor Bureau
Wednesday, July 17, 2019

Call to Order and Roll Call
The July CVB Advisory Board meeting was called to order at 11:53 am at the LBJ Museum. Present Board members: Dan Alden, Ruth Buck, James Martin, Celena McGuill, Josh Keller, Richard Morace, Sunit Patel, Monte Sheffield, Bert Stratemann and Kristin Williams. Ex-Officio members: Rosina Valle, Josie Falleta, John Ellis and Collette Jamison. Staff present: Rebecca Ybarra, Denise Pardo, and Yvonne Palacios.

Citizen Comment Period - None

Guest Speaker
Miranda Wait from The Meadows Center for Water and the Environment spoke about responsibilities of the Center and different Educational programs offered: scuba diving, glass bottom boat tours, snorkel tours, and guided tours. The Meadows Center is also an event space available for rental. In 2018, 110,000 paid customers visited; groups/field trips are not included in this number.

Minutes
McGuill motioned to accept the March 21, 2019 minutes; Sheffield seconded. Motion passed.

Committee Reports
Ybarra discussed the summary of expenses through July 2019. Major expenditures were printing and advertising. McGuill motioned to accept the financials; seconded by Martin. Motion passed. Ybarra reported that the FY 20 Budget will be approved this month; same amount as current year. June Marketing meeting summary was shared.

CVB Director Report
Ybarra-Ramirez reported that there was an increase in Hotel Occupancy Taxable receipts in February, April & May. March experienced a decrease due to the Easter holiday falling in different months in 2018 and 2019. Buck reported that Conference Center business was great for the first half of the year; having the strongest April ever. Although March had a decrease of 2.1% in sales tax collections; sales tax collection has seen a significant increase overall in 2019. San Marcos will host the first lunch stop for the Great Race which is a national race. CVB celebrated Travel and Tourism week with a reception honoring the recipients of the San Marcos Rogers Tourism Award, Clay De Stefano and Evelyn Te Groenhuis.

Short Term Rentals
A list of registered home share rentals was discussed. Jamison stated the City Planning Dept. has a service that will recognize listings that have not signed up for the permit to remit hotel/motel tax.

Future Agenda Items - None

Question and Answer Session with Press and Public - None

Adjournment
Meeting adjourned at 12:49 p.m.

Chair