



**SAN MARCOS CONVENTION AND VISITOR BUREAU  
BOARD OF DIRECTORS MEETING**

**DATE: Wednesday, September 20, 2023**

**TIME: 11:30 a.m.**

**PLACE: San Marcos Activity Center, 501 E. Hopkins.**

***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 July 19, 2023 – **3 Minutes**
5. Review and Accept Financial Report through September 2023 – **10 Minutes**
6. Marketing Update – **10 Minutes**
7. Director Report – **20 Minutes**
  - a. Hotel market update
  - b. San Marcos – Tax Revenue Collections
  - c. July – September 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  
617 IH 35 North, San Marcos, TX 78666  
[www.visitsanmarcos.com](http://www.visitsanmarcos.com)**

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