



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

**DATE: Wednesday, July 20, 2022**

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

**LOCATION: Black's BBQ Restaurant**

***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. Discuss and consider a recommendation resolution for the naming of an unnamed alley in the downtown area -**15 Minutes**
5. Consider Acceptance of Minutes March 16, 2022 – **3 Minutes**
6. Review and Accept Financial Report through July 2022 – **10 Minutes**
7. Review and discuss 2023 Proposed Budget and Budget Process -**10 Minutes**
8. Marketing Update – **10 Minutes**
9. Director Report – **20 Minutes**
  - a. Hotel market update
  - b. San Marcos – Tax Revenue Collections
  - c. March - July Staff Activities
  - d. Development updates and events
10. Future Agenda Items – Discuss items designated for future agenda – **5 Minutes**
11. Around the Room – Representatives Activities, Events and Updates – **5 Minutes**
12. Question and Answer Session with Press and Public
13. Adjournment

**San Marcos Convention and Visitor Bureau  
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