



**Convention and Visitor Bureau
MINUTES**

**REGULAR MEETING
15 January, 2022**

The Convention and Visitor Bureau Advisory Board convened in a regular meeting on 15 January, 2022 over Zoom virtual webinar and 617 IH 35 North in San Marcos, Texas.

Chair Dan Alden called the Board Meeting to order at 11:34 a.m.

Board Members in Attendance: Chair Dan Alden, Vice Chair Cody Taylor, Maxfield Baker, Linda Kelsey-Jones, Celena McGill, Richard Morace, July Moreno, Michael Rowley, Monte Sheffield, Rosina Valle, Kristin Williams. **Ex-officio in Attendance:** Jaime Lee Case, Lauren Surley and Stephanie Reyes. **Guests:** Justin Mulloy and Brad Cesak

Staff in Attendance: Rebecca Ybarra, Charlotte Wattigny and Denise Pardo

1. **CITIZEN COMMENT PERIOD:** None
2. **APPROVAL OF MINUTES**
 - a. The minutes from meeting of September 15, 2021 were approved on Board Member Monte Sheffield's motion, Board Member Richard Morace's second on an unanimous vote.
 - b. The minutes from meeting November 17, 2021 were approved on Board Member Maxfield Baker's motion, Board Member Monte Sheffield's second on an unanimous vote.
3. **REVIEW AND ACCEPT FINANCIAL REPORT THROUGH JANUARY 2022**

Ybarra reported October through January expenses represents 33.43% of the budget year. Expenditures over the last four years have been conservative. Most of the major expenses have been in advertising. The financial report through January 2022 were approved on Board Member Maxfield Baker's motion, Board Member Monte Sheffield's second on a unanimous vote.
4. **DISCUSS MEMBER THAT REPRESENTS RIVER/NATURAL AREA PRESERVATION**

Ybarra reported to date current applicants do not meet the qualifications of river/naturalist. Ybarra confirmed applicants living in ETJ qualify for the position. Board Member Baker suggested CVB staff send out emails to groups of river/naturalist to amplify interest. Board Member Case will forward the vacancy request to Greenbelt Alliance and River Foundation. Board members expressed the need for a river/naturalist on the CVB board. Staff will send solicitation emails to those that qualify.

5. MARKETING AND WEBSITE UPDATE

Staff Member Wattigny reported marketing efforts through multiple advertising channels used

- a. June – August, True View fifteen second ads on YouTube. 25 % view rate
- b. June -August, Programmatic audio ads using local band on podcasts; High recall rate.
- c. October – December, Animated ads focused on holiday shopping season served on private marketplace sites; Successful click through rate was .2-.34
- d. SEO organic reach up 21% in November and up 33% in December compared to 2019 Average time on site up 24% and up 13% in page views for organic traffic.
- e. Dallas/Fort Worth is our primary market followed by Houston as our secondary market with Corpus Christi and Louisiana emerging.

6. DIRECTOR REPORT

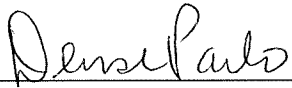
Ybarra reported University Inn and Country Inn and Suites both closed in 2021. We will likely see an increase in occupancy rates because of less inventory along with an increase in average daily rate. November 2021 occupancy was 58.4% compared to 35.1% in 2020. However, October occupancy was 62.8%, the best it has been since the pandemic. Ybarra reported Staff Members Charlotte and Sarah hosted a pre-conference excursion for craft beer travel writers. Ybarra stated one conference group postponed their January event due to COVID surge.

7. FUTURE AGENDA ITEMS

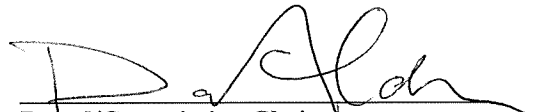
Chair Dan Alden requested the discussion of board member duties and role.

8. ADJOURN

Board Member Monte Sheffield motion to adjourn, Rosina Valle second. The meeting adjourned at 12:57 p.m. without objection.



Staff Liaison



Board/Commission Chair