

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
APRIL 11, 2012

Notice is hereby given that the Convention and Visitors Advisory Board of the City of South Padre Island, Texas will hold a **Meeting on Wednesday, April 11, 2012 at 2:00p.m.,** in the **Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard,** South Padre Island, Texas.

AGENDA

1. Call to order
2. Pledge of Allegiance
3. Public announcements and comments: *This is an opportunity for citizens to speak to the CVA relating to agenda or non-agenda items. Speakers are required to address the CVA at the podium and give their name before addressing their concerns. (Note: State law will not permit the CVA to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future CVA meeting.)*
4. Consent agenda
 - A. Approval of minutes for March 7, 2012
5. Discussion and possible action to accept the resignation of Mike Bigelow as Chairperson. (Clarke)
6. Discussion and possible action to appoint a Chairperson (Clarke)
7. Discussion and action to accept the resignation of Joy Hartung from the CVA and as Vice-Chair (Clarke)
8. Discussion and action to appoint a Vice-Chair (Clarke)
9. Review of monthly and year to date revenues, expenditures and financial statements (Free)
10. Discussion and action to clarify the purpose of the CVA subcommittee referred to as the Marketing Committee, define its regular meeting date and time and to make appointments to the Marketing Committee. (Bigelow)
11. Discussion and action regarding a contract with AJR Media Group to provide Exact Target E-mail Marketing Application Services (Clarke)
12. Discussion and action to renegotiate contract numbers 21575 and 21576 with Interspace Airport Advertising for digital display and rack space located at Valley International Airport. (Clarke)
13. Discussion and action regarding contract with the Brownsville South Padre Island International Airport for terminal advertising (Clarke)
14. Discussion and action regarding contract with Smith Travel Research (Clarke)
15. Discussion and action regarding the fulfillment process (Ahadi)
16. Discussion and action regarding the recommendations and selections of Trade Shows for fiscal year 2012/2013 (Ledbetter)
17. Discussion and action to give staff direction regarding the lineup and enhancement of special events for fiscal year 2012/2013 (Hancock)
18. Discussion and action to provide guidelines to staff on the selection criteria of travel writers, to include such items as what to offer a travel writer, what the travel writer should provide in return and any other criteria deemed necessary. (Ahadi)
19. Discussion and action regarding the creation of a promotional video to be used by the Sales Division (Ledbetter)

20. Discussion and action regarding the placement of an advertisement in the Dine & Shop Brochure produced by Toucan Graphics (Clarke)
21. Discussion and action to outline the strategic direction for fiscal year 2012/2013 by defining targeted markets and the establishment of goals and objectives relating to the media plan, public relations plan, sales program and identify our trade show approach (Clarke/The Atkins Group)
22. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts (Atkins)
23. Set New Meeting date / agenda items for next meeting
24. Adjourn

Dated this, the _____ day of _____ 2012.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Convention and Visitors Authority Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on _____, 2012 at _____ and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

NOTE: This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.