



**MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, MAY 20, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Meeting on Wednesday, May 20, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Zalazar called the meeting to order at 10:00 a.m. A quorum was present: Tom Goodman, Pamela Romer, and Chad Hart. Absent were Arnie Crenin, Bryan Pinkerton, and Bob Friedman.

City Officials: City Manager, Randy Smith

Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Administrative Assistant Linette Hernandez, Marketing and Communications Specialist Matthew Lee.

II. PLEDGE OF ALLEGIANCE

III. PUBLIC COMMENTS AND ANNOUNCEMENTS:

Ed Caum CVB Director made a public comment regarding the upcoming Memorial Day weekend and acknowledged first responders during the pandemic.

IV. CONSENT AGENDA

- 4.1. Approve the meeting minutes for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.
- 4.2. Approve the meeting minutes for May 4, 2020 regular meeting. Board Member Chad Hart made the motion, seconded by Board Member Tom Goodman. Pamela Romer abstained. Motion Carried.
- 4.3. Approve excused absence for Chairman Daniel Salazar for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.
- 4.4. Approve excused absence for Pamela Romer and Bryan Pinkerton for May 4, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried.

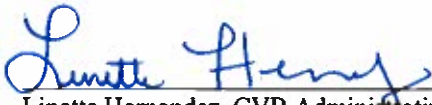
V. REGULAR AGENDA

- 5.1. Presentation on Texas Travel Alliance Recovery. CVB Director Ed Caum to the podium to present a powerpoint that was done as a webinar for the Texas Association of Convention and Visitors Bureaus. The presentation focused on marketing to the Texas drive market. CEO Steve Atkins, of the Atkins group, spoke at the podium regarding the marketing recovery plan.
- 5.2. Update and discussion regarding the Directors' Report and the following COVID-19 response topics.
 - * Current fiscal year budget cuts 2019-2020
 - * Financial recap report
 - * Recovery marketing plan
 - * Budget reduction of upcoming fiscal year 2020-2021
 - * Convention Centre update
 - * Group business update
- 5.3. Discussion and Recommendation to City Council to move \$300,000 from March's HOT collections to marketing (594) to create a funding source for a weekly in-house digital marketing spend of up to \$3,000. After a brief discussion, Board Member Tom Goodman, made a motion to recommend to the City Council that the \$300,000 from March's HOT collection be moved into the marketing budget. Board Member, Pamela Romer, seconded motion. Motion carried unanimously.
- 5.4. Discussion and Recommendation to City Council to implement a Digital Marketing Discussion Group made up of one CVA Board Member, one City Council Member and up to four digital marketing experts. Analytics will be reviewed every Monday and recommendations will be given to the CVB Director on digital placement and redirection of campaigns not driving conversions. After a brief discussion, Board Member Tom Goodman made a motion to not recommend formation of a Digital Marketing Discussion Group to City Council, seconded by Pamela Romer. SEC Committee Member Doyle Wells to the podium with further comments regarding formation of a new group. Motion carried unanimously.
- 5.5. TIFT funding, discussion and recommendation to City Council. CVB Director Ed Caum provided an update on the Special Events Committee recommendation to the City Council to fund TIFT by the full amount budgeted for their event in the amount of \$25,000. SEC Member Doyle Wells to the podium to elaborate on the SEC decision to provide full funding to TIFT. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Motion Carried unanimously.

- 5.6. Discussion and possible action concerning new meeting date for June 2020. New meeting was scheduled for June 24, 2020.

VI .ADJOURN

There being no further business, Chairman Salazar adjourned the meeting at 11:47 am.



Linette Hernandez, CVB Administrative Assistant

APPROVED:



Mr. Daniel Salazar, CVA Chairman

~~124~~ ~~COORDINATOR~~ VICE CHAIR