

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

WEDNESDAY, SEPTEMBER 2, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a special meeting on Wednesday, September 2, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:24 a.m. A quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman and Arnie Crenin. Absent were Board Members Pamela Romer, Chad Hart, and Bryan Pinkerton.

City Officials: City Manager Randy Smith, Council Members Joe Ricoo and Ken Medders were present.

CVB Staff: CVB Director Ed Caum and Administrative Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Vice Chairman Tom Goodman made a public comment stating that he would like to see all island partners and city leaders work together during these difficult times and avoid any divisions. He stated that over the last few years he's seen that the island has gained expertise in marketing and communications and that some of the newer people who are working on the island have brought great skill sets. He also mentioned that there are some great opportunities coming up for the island and that we should set goals to all work together and build a solid process to move forward.

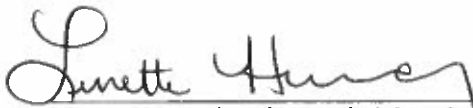
IV. REGULAR AGENDA

- 4.1. Discussion and recommendation to City Council to approve The Atkins Group Professional Services Contract for six months in FY 2020-2021, beginning October 1, 2020 through March 31, 2021. CVB Director Ed Caum spoke at the podium and explained that the professional services contract was being presented as requested from city leadership and island partners as a solution to find the best marketing services deal to allow the continuation of working with a marketing agency and not being financially encumbered. CVB Director Ed Caum also stated that the city is moving forward with hiring two marketing positions, a Marketing/Communications Manager and a Marketing Communications Specialist, and once fully staffed they will be able to do in-house digital

and media buys. CVB Director Ed Caum stated that a Request For Proposal (RFP) for marketing services has already been prepared and will be released as soon as the city determines to do so. Chairman Daniel Salazar asked for clarification on the contract terms, which CVB Director Ed Caum explained that it is a 6 month contract that may be terminated with a sixty days written notice. The board reviewed the rate schedule provided in the contract and CVB Director Ed Caum explained that the services provided by the agency will be on an individual campaign basis. Chairman Daniel Salazar requested a CVAB-Marketing Workshop. After several questions were addressed, Vice Chairman Tom Goodman made the motion to recommend the signing of the Atkins Group Professional Services Contract to City Council, seconded by Chairman Daniel Salazar. The board continued to discuss and review the contract and voice their concerns. Chairman Daniel Salazar questioned the need for having a contract with a marketing agency and asked if it was possible to make individual buys as needed. City Manager Randy Smith explained that any purchase over \$50,000 requires City Council approval, and CVB Director Ed Caum explained that the contract is a transition document and extension option of the current TAG contract. The 6-month professional services contract will assist with the transition of using both an agency and in-house marketing staff during this period of uncertainty. Special Events Chairman Sean Till made a comment at the podium stating that island partners should make themselves available by volunteering to share their areas of expertise with CVB Director Ed Caum if needed or requested. He suggested that everyone pitch in and work together as a community during this time of dealing with COVID-19. After a lengthy discussion and review of the contract, the motion to recommend approval of the Professional Services Contract to City Council for six months for FY 2020-2021, beginning October 1, 2020 through March 31, 2021 carried on a 3 to 1 vote, with Board Member Arnine Crenin casting a nay vote.

V. ADJOURN

There being no further business, Chairman Daniel Salazar adjourned the meeting at 10:32 am.



Linette Hernandez, CVB Administrative Assistant

Approved by:



Daniel Salazar, CVAB Chairman