

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

WEDNESDAY, JULY 22, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, July 22, 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 9:00 a.m. A quorum was present: Vice-Chairman Tom Goodman, Board Members Arnie Crenin, Chad Hart, Pamela Romer, Bryan Pinkerton and Ex-Officio Jose Mulet. Board Member Bob Friedman was absent.

City Officials: City Manager Randy Smith and City Council Member Ken Medders

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, and Administrative Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Valley International Airport Director Jose Mulet spoke at the podium and shared a PowerPoint presentation on his Director's report. He provided an update on the airport and stated the airport has been working on disinfecting the building and implementing social distancing measures. He also shared information on new flight schedules.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for June 24, 2020 regular meeting. Vice-Chairman Tom Goodman made the motion to approve the meeting minutes, seconded by Board Member Chad Hart. Motion Carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020-2021. CVB Director Ed Caum spoke at the podium and explained that the item had previously been tabled at the regular CVAB meeting on June 24, 2020 and stated that action on the item would be required from the board. The suggested CVB staff recommendation was to form a group to negotiate The Atkins Group contract which consists of 2 City Council Members and 2 CVAB Members. Board Member Arnie Crenin

made the motion to re-negotiate the Atkins Group Contract and form a group consisting of City Manager Randy Smith, CVB Director Ed Caum, 2 City Council Members, and 2 CVAB Members to negotiate a new contract. Board Member Bryan Pinkerton seconded the motion. The board discussed suggestions for doing an in-house marketing buy for August 2020. CVB Director Ed Caum informed the group that several in-house marketing campaigns will be launched at a future date, which will focus on the drive market, working from home, and school from home. After a lengthy discussion regarding marketing for South Padre Island and The Atkins Group, the motion was amended to recommend that Vice Chairman Tom Goodman and Board Member Chad Hart represent the CVAB in the negotiation of the Atkins Group Contract, along with SEC Chairman Sean Till. The motion carried unanimously.

- 5.2. Discussion and action to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. Event Development and Packaging Manager Marisa Amaya spoke at the podium. She explained that this event had been presented to the CVAB in a previous meeting, but that the event promoters had to reapply for funding due to the event taking place in a different fiscal year. CVB Director Ed Caum informed the board members that the event promoters agreed to be flexible with the dates and are aware of the contingency in funding to be paid due to uncertain times and the impact of COVID-19. Board Member Bryan Pinkerton made the motion to approve the funding request for up to \$50,000, contingent upon the hotel occupancy tax collection, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.
- 5.3. Discussion and action to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. Event Development and Packaging Manager Marisa Amaya and CVB Director Ed Caum explained the concept of the event to the board. CVB Director Ed Caum informed the board members that the event promoters agreed to be flexible with the dates and are aware of the contingency in funding to be paid due to uncertain times and the impact of COVID-19. Vice Chairman Tom Goodman made the motion to approve the funding request for up to \$50,000, contingent upon the hotel occupancy tax collection, seconded by Bryan Pinkerton. Motion carried unanimously.
- 5.4 Discussion regarding vacation rental deposits and reimbursement best practices. Vice Chairman Tom Goodman spoke regarding issues that tourists have been having when cancelling their reservations with some of the properties on the island. He stated that Mayor Patrick McNulty has received a few emails from concerned visitors who have been unable to get a refund on their rental deposits due to having to cancel due to COVID-19. There was a brief discussion on what different properties are doing as far as refunds and

credits due to cancellation and suggestions were made to provide good customer service to the island visitors so that they can return for future visits.

5.5. Presentation and discussion regarding the Director's Report and the following topics. CVB Director Ed Caum shared a PowerPoint presentation with the board and addressed any questions or concerns on the following topics.

*Marketing and Communications

*Social Media

*Research and Analytics

5.6. Discussion and possible action concerning new meeting date for August 2020. The next meeting date was set for August 26, 2020.

VI. ADJOURN

There being no further business, Chairman Daniel Salazar adjourned the meeting at 10:36am.



Linette Hernandez, CVB Administrative Assistant

Approved by:



Daniel Salazar, CVAB Chairman

