

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

**WEDNESDAY, JANUARY 27, 2021**

9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TX

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to address the Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]*

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the December 9, 2020 meeting. ( Salazar)
- 4.2. Approve the excused absences for Board Members Arnie Crenin and Bryan Pinkerton for the December 9, 2020 regular meeting. (Salazar)

5. Regular Agenda

- 5.1. Discussion and action concerning the election of officers for the 2021 calendar year-Board Chair, Board Vice-Chairman. (Caum)
- 5.2. Presentation on Mindecology reporting services for FY 2021. (Drewitz)
- 5.3. Update on the SPI Birding and Nature Center expansion study. (Franke)
- 5.4. Discussion and action to approve the special events funding application for South Padre Island Beach Soccer Tournament in May 2021. (Amaya)
- 5.5. Discussion and action to approve the following in-house marketing buys. (Caum)
  - 1.) Texas Outdoors Lifestyle TV Show- Cooking Segment for FY 2021.
  - 2.) National Tropical Hurricane Conference in April 2021
  - 3.) Texas Monthly Print Magazine Advertorial for March 2021
  - 4.) Clear Channel Airports- Digital Display at the Chicago O'Hare International Airport for March 2021 at the American Airlines terminal.
- 5.6. Discussion and action to approve the following marketing buys with The Atkins Group. (Caum)
  - \* Q2-Q3 Marketing Campaigns



- \* Space X Webpage
- \* Digital Media Plan

- 5.7. Update regarding the marketing buy for Rio Sports Live for February-July 2021. (Caum)
- 5.8. Presentation and discussion regarding the Director's Report. (Caum)
  - 1.) Executive Summary-Travel outlook for the next 3 months
  - 2.) Visitors Center
  - 3.) ADR and Occupancy Reports
  - 4.) Special Events
  - 5.) Social Media
  - 6.) Website Overview/Research and Analytics
- 5.9. Discussion and action concerning new meeting date for February 2021. (Salazar)

## 6. Adjourn

### NOTE:

*One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

DATED THIS DAY JANUARY 22, 2021

  
Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JANUARY 22, 2021 AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Linette Hernandez, CVB Administrative Assistant

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 BUILDING OFFICIAL, BELINDA TARVER AT (956)761-8103.

