

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

**WEDNESDAY, APRIL 7, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a special meeting on Wednesday, April 7, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:02 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, and Bob Friedman. Board members Bryan Pinkerton and Chad Hart were absent.

City Officials: City Council Member Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

**II. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Vice Chairman Tom Goodman made a comment regarding the current economic state of the island stating that he hopes things continue to improve for all island partners and businesses. CVB Director Ed Caum made a public announcement stating that the City will be hosting a job fair, tentatively scheduled for April at the Convention Center. Board Member Bob Friedman made a comment stating that his business revenue for the month of March 2021 hit a record high for the month of March, similar to what he normally makes during his peak month of June.

**IV. APPROVE CONSENT AGENDA: N/A**

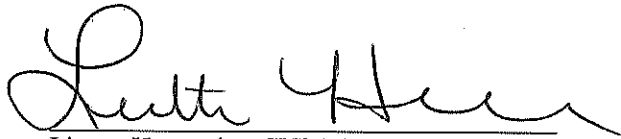
**V. REGULAR AGENDA**

- 5.1. Discussion and possible action to approve the marketing buy for the Leal Media 2021 Lifestyle Campaign. Board Member Daniel Salazar made the motion to approve the marketing buy for \$98,603, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the marketing buy renewal for Adspose bus wraps in San Antonio, TX for FY 2021. Board Member Daniel Salazar made the motion to approve the marketing buy renewal for \$21,500, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.

- 5.3. Discussion and possible action to approve the marketing buy for Lamar Digital Billboards in Oklahoma City for FY 2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy for Option 2, with a total investment of \$49,000, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the marketing buy for Lamar Digital Billboards in McAllen, TX and Austin, TX for FY 2021. Board Member Daniel Salazar made the motion to approve the marketing buy for \$47,400 seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.


## VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 9:18am.



Linette Hernandez, CVB Management Assistant

Approved by:



CVAB Chairman Sean Till