

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

TUESDAY, APRIL 20, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, April 20, 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 9:00 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Daniel Salazar, and Chad Hart were present. Board Member Bryan Pinkerton was absent.

City Officials: None were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Event Development and Packaging Manager Marisa Amaya, Management Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Director Ed Caum made a public comment informing the board that VivaAerobus will be providing direct flights into Valley International Airport (VIA) on Thursdays and Sundays. VivaAerobus will provide direct flights from Monterrey into VIA with current seating of 168 passengers and the option to increase to 240 passengers.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the March 24, 2021 regular meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the April 7, 2021 special meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.3. Approve the excused absences for Board Members Bob Friedman and Daniel Salazar for the March 24, 2021 regular meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

- 4.4. Approve the excused absences for Board Members Chad Hart and Bryan Pinkerton for the April 7, 2021 special meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. Event Development and Packaging Manager Marisa Amaya gave a brief recap of this event and informed the board that the event is scheduled for November 13-14, 2021. The event producer requested \$20,000 in funding for operational and marketing costs, in which the Special Events Committee approved \$7,500 for marketing alone. Vice Chairman Tom Goodman made the motion to approve the \$7,500 in funding for marketing costs, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. Event Development and Packaging Manager Marisa Amaya gave a brief recap of this event and informed the board that this event has been taking place for 30 years. The surfing competition will take place at Isla Blanca Park and the tentative dates are May 8-9, 2021. CVAB Chairman Sean Till made the motion to approve the full funding request for \$3,500 with the option to allow CVB staff to negotiate a multi-year contract for up to three years, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.3. Discussion and possible action to approve to Dennis Quaid Viewpoint public television show for FY 2021. CVB Director Ed Caum spoke at the podium and provided details regarding the television show. Vice Chairman Tom Goodman made the motion to approve the TV show for \$27,900, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.4. Presentation and Discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium:
- 1.) Executive Summary-Travel outlook for the next 3 months
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Social Media
 - 5.) Cision Review
 - 6.) Website Overview
 - 7.) Convention and Group Sales

8.) Special Events

9.) Ad Report

- 5.5. Discussion and possible action concerning new meeting date for May 2021. The next meeting date was set for May 26, 2021

VI. ADJOURN

Meeting was adjourned at 3:43pm.



Linette Hernandez, CVB Management Assistant

Approved By:



Sean Till, CVAB Chairman

