

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

WEDNESDAY, SEPTEMBER 22, 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 Council 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 Bureau meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the August 31, 2021 regular meeting. (Till)

4.2. Approve the excused absence for Vice Chairman Tom Goodman for the August 31, 2021 regular board meeting. (Till)

4.3. Approve the Special Events Committee post-event reports for the following events. (Till)
*2021 Ladies Kingfish Tournament
*2021 Texas International Fishing Tournament
*2021 Shallow Sport Tournament

5. Regular Agenda

5.1. Presentation on the Momentum Planning Sessions by the Zimmerman Agency.
(Zimmerman)

5.2. Presentation and discussion regarding the Director's Report. (Caum)
1.) Executive Summary-Travel Outlook
2.) Visitors Center
3.) ADR & Occupancy
4.) Arrivalist Report
5.) Social Media
6.) Cision Report



- 7.) Website Overview
- 8.) Marketing Campaigns

- 5.3. Discussion and possible action to deny/void the remaining balance due in funding (25% of previously approved funding amount) for Pro-Am Beach Soccer. (Caum)
- 5.4. Update, discussion, and possible action on Global Groove Events (dba Splash) on future funding. (Caum)
- 5.5. Update on Spartan North American Kids Championship and Spartan-City Sprint Series to be held in February 2022. (Caum)
- 5.6. Discussion and possible action to approve the City of McAllen marketing proposal discussion. (Vera)
- 5.7. Discussion and possible action to approve the Spring Break media plan for FY 2021/2022. (Caum/Bodmann)
- 5.8. Discussion and possible action to approve the Crisis Communications training/workshop with The Atkins Group for FY 2021/2022. (Caum/Prosapio)
- 5.9. Discussion and possible action to approve the Adsposeure renewal marketing buys for San Antonio and Ft. Worth bus wraps for FY 2021/2022. (Caum)
- 5.10. Discussion and possible action to roll over \$500,000 in unencumbered marketing funds from FY 2020/2021 to FY 2021/2022. (Caum)
- 5.11. Discussion and action concerning the new meeting date for October 2021. (Till)

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: September 17, 2021

Agenda: SEPTEMBER 22, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



Linette Hernandez

Linette Hernandez, CVB Management 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, SEPTEMBER 17, 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

Linette Hernandez, CVB Management 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, GEORGE MARTINEZ AT (956)761-8103.

