

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

**WEDNESDAY, SEPTEMBER 22, 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, September 22, 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 full quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, Bob Friedman, Bryan Pinkerton, and Daniel Salazar.

City Officials: City Manager Randy Smith was present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Special Events Manager April Romero, and 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 introduced the new CVB Sales Manager, David Villareal. David Villareal introduced himself at the podium and the board welcomed him. CVB Director Ed Caum announced an Open House for the Shuttle Service Inauguration with the City of McAllen and South Padre Island at the Visitor Center on Friday, September 24, 2021 at 4:30pm. Senior Marketing and Communications Manager Teresa Rodrigues updated the board and shared photos of the Monterey billboards. VIA-Harlingen Airport Director Jose Mulet updated the board on new Southwest flights to Austin, Dallas, and Houston. Brownsville Airport Director Francisco Partida updated the board on two new activated gates and the continuation of the airport looking to find new carriers. CVB Chairman announced that Special Events Manager April Romero will be getting married on September 25, 2021.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the August 31, 2021 regular meeting. Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 4.2. Approve the excused absence for Vice Chairman Tom Goodman for the August 31, 2021 regular board meeting. Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

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

Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

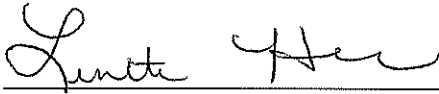
## V. REGULAR AGENDA

- 5.1. Presentation on the Momentum Planning Sessions by the Zimmerman Agency. Curtis Zimmerman introduced Andy Jorishie with the Zimmerman Agency who presented an update on the purpose and results of the Momentum Planning Sessions from when they met with island partners on Sept 1-2, 2021.
- 5.2. 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
  - 2.) Visitors Center
  - 3.) ADR & Occupancy
  - 4.) Arrivallist 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. Vice Chairman made the motion to deny/void funding on the remaining balance due, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.4. Update, discussion, and possible action on Global Groove Events (dba Splash) on future funding. Event producer Paul Magee spoke at the podium and explained his circumstances which contributed to him not being able to produce the event in 2020 and 2021. He requested to have the event in 2022, with no additional requests for funding, which was approved by the SEC on September 21, 2021, contingent upon providing a post event report showing that funds were used towards marketing the event. Vice Chairman Tom Goodman made the motion to approve the SEC action on this item, seconded by Board Member Chad Hart. Motion carried unanimously.

- 5.5. Update on Spartan North American Kids Championship and Spartan-City Sprint Series to be held in February 2022. Special Events Manager April Romero updated the board on this event at the podium. The event is scheduled for February 19-20, 2021. a motion to re-negotiate the funding amount requested due to the event taking place on one weekend versus the two weekends as initially planned, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.6. Discussion and possible action to approve the City of McAllen marketing proposal discussion. Board Member Chad Hart made the motion to approve the shuttle service for \$20,000 for a 90 day test pilot, seconded by Vice Chairman Tom Goodman. Motion carried unanimously. Vice Chairman Tom Goodman made the motion to approve the McAllen Airport Advertising campaign, seconded by Board Member Daniel Salazar. Motion carried unanimously. Vice Chairman Tom Goodman made the motion to approve the McAllen Christmas Parade and Welta Sponsorship for \$49,900 per year for a 3 year agreement, seconded by Board Member Craig Thomas. Motion carried unanimously.
- 5.7. Discussion and possible action to approve the Spring Break media plan for FY 2021/2022. Board Member Daniel Salazar made a motion to approve Spring Break media plan for FY 2021/2022 for \$50,000 with The Atkins Group, with the elimination of Device ID, Facebook, and SEM, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.8. Discussion and possible action to approve the Crisis Communications training/workshop with The Atkins Group for FY 2021/2022. Board Member Chad Hart made a motion to table this item, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.9. Discussion and possible action to approve the Adsposure renewal marketing buys for San Antonio and Ft. Worth bus wraps for FY 2021/2022. Vice Chairman Tom Goodman made a motion to approve the Adsposure renewal contracts for \$49,500, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.10. Discussion and possible action to roll over \$500,000 in unencumbered marketing funds from FY 2020/2021 to FY 2021/2022. Vice Chairman Tom Goodman made a motion to move \$800,000 in unencumbered funds for media placement, seconded by Board member Chad Hart. Motion carried unanimously.
- 5.11. Discussion and action concerning the new meeting date for October 2021. The next meeting was scheduled for October 27, 2021.

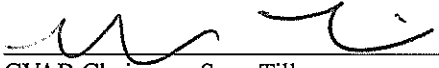
## **VI. ADJOURN**

Meeting adjourned at 12:01pm.



Linette Hernandez, CVB Management Assistant

Approved by:



CVAB Chairman, Sean Till.