

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

WEDNESDAY, OCTOBER 27, 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, October 27, 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 Craig Thomas, Bob Friedman, Bryan Pinkerton, and Chad Hart. Board member Daniel Salazar was absent.

City Officials: City Manager Randy Smith and City Councilwoman Lydia Caballero were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Special Events Coordinator Duvie Alcozer, Marketing and Communications Specialists Dennise Hernandez and Mauricio Cervantes, 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: Operations and Services Manager Lori Moore introduced the new CVB Marketing and Communications specialist, Mauricio Cervantes. CVB Director Ed Caum provided information on the McAllen Parade Vuelta Zone. Vice Chairman Tom Goodman informed the board that he is participating in a vacation rental management association for South Padre Island and that they are planning on having a one day conference in Jan 2022.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the September 22, 2021 regular board meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

- 4.2. Approve the Special Events Committee post-event reports for the following events. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

- * 2021 Food Truck Festival
- * 2021 SPI Triathlon
- * 2021 JJ Zapata Fishing Tournament

V. REGULAR AGENDA

- 5.1. Presentation of the Zimmerman Agency Momentum and Strategic plan for FY 2022. Andy Jorishie presented the results of the Momentum Sessions and the marketing strategic plan for FY 2022. Curtis Zimmerman and Kerry Anne Watson presented the 21/22 Marketing Communications Plan.
- 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.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision Report
 - 7.) Website Overview
 - 8.) Marketing Campaigns
 - 9.) Special Events
- 5.3. Discussion and possible action to approve the Zimmerman Agency Contract for FY 2021/2022. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously. Vice Chairman Tom Goodman made a motion, seconded by Board Member Craig Thomas. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the funding request for the following Special Events. Board Member Chad Hart made a motion to approve the funding requests for the full amounts requested, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
 - *Run the Jailbreak in May 2022- \$25,000 approved
 - *Winter Outdoor Wildlife Expo (WOWE) in February 2022- \$5,000 approved (\$3,000 for marketing, \$2,000 for operational expenses)
 - *Ladies Kingfish Tournament in August 2022- \$5,000 approved
 - *Lighted Boat Parade in December 2021- \$7,000 approved
- 5.5. Discussion and possible action to approve the contract and funding requests for Spartan City Sprint & Kids Championship in February 2022. There was no action on this item.
- 5.6. Discussion and update on Spartan Hurricane Heat in November 2021. There was no action on this item.

- 5.7. Discussion and possible action to approve the following in-house marketing buys. Vice Chairman Tom Goodman made a motion to approve the following in-house marketing buys, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- *KRGV Channel 5-SPI Camera and Extended Beach Conditions Sponsorship
 - *CBS Channel 4 Media Buy
 - *Lamar Digital Billboards- Oklahoma Renewal
 - *Texas Monthly Winter 2021 Campaign and Spring 2022 Campaign
- 5.8. Discussion and possible action to recommend that City Council delegate the Special Events Committee as the music office liaison for the Texas Music Office in order for South Padre Island to become a certified Music Friendly Community. Chairman Sean Till made a motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.9. Discussion and possible action on Spring Break 2022 for college and families. Board Member Bryan Pinerton made a motion to approve \$300,000 in excess reserves FY 21/22 to be used for Spring Break Marketing 2022 with \$200,000 towards college students and \$100,000 for families, seconded by Board Member Chad Hart. Motion carried on a 5 to 1 vote with Vice Chairman Tom Goodman casting a nay vote.
- 5.10. Discussion and action concerning the new meeting date for November 2021. The next meeting was set for November 18, 2021.

VI. ADJOURN

The meeting was adjourned at 11:16pm


Linette Hernandez, CVB Administrative Assistant

Approved by:


Sean M. Till, CVAB Chairman