

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

**THURSDAY, NOVEMBER 18, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Thursday, November 18, 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, Bryan Pinkerton, Chad Hart and Ex-Officio Jose Mulet were present. Board members Daniel Salazar and Bob Friedman were absent.

City Officials: City Manager Randy Smith, Assistant City Manager Wendi Delgado, City Secretary Nikki Soto, Council Member Ken Medders, City Councilwoman Lydia Caballero, City Attorney Ed Cyganiewicz and Mayor Patrick McNulty were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Coordinator April Brown, Sales and Services Manager Mayra Nunez, and Management Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** There were no public comments or announcements.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the excused absence for Board Member Daniel Salazar for the October 27, 2021 regular meeting. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the October 27, 2021 regular board meeting. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

**V. REGULAR AGENDA**

- 5.1. Discussion and possible action to approve the Spring Break 2022 Marketing Plan. The Zimmerman agency presented the Spring Break 2022 Marketing Plan virtually. The board provided feedback and suggestions to the agency and requested changes to the plan.
- \* Spring Break College
  - \* Spring Break Families
  - \* Annual Media 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.) Special Events
  - 4.) Groups and Meetings
  - 5.) ADR & Occupancy
  - 6.) Arrivalist Report
  - 7.) Social Media
  - 8.) Cision Report
  - 9.) Website Overview
  - 10.) Marketing Campaigns
- 5.3. Discussion and possible action to approve the Elite Redfish TV Series media buy for FY 21/22. Board Member Chad Hart made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the Travel Texas Co-Op marketing buy for FY 2022. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously
- 5.5. Presentation and discussion regarding the history of the adoption of the CVB Staff Incentive Bonus Policy (Employee Handbook Policy Number 500.24), past action by the CVAB regarding the Incentive Bonus Policy, and the status of the pending issue regarding the incentive bonus payments to CVB staff for the 2020-2021 fiscal year in consideration of COVID 19 and its effects on the formula used and the closure of facilities. There was a lengthy discussion regarding the policy details and the history of the incentives paid for FY 2017/2018 and FY 2018/2019. No incentive payment was issued for FY 2019/2020 due to the pandemic. Mayor Patrick McNulty, City Manager Randy Smith, and City Attorney Ed Cyganiewicz all spoke at the podium and voiced their concerns. City Council Woman Lydia Caballero made a recommendation to the board to approve up to \$5,000 for the CVB incentive payment.


5.6. (A) Discussion and action to adopt and send specific recommendations to the City Council regarding the CVB Staff Incentive Bonus Policy and to recommend what adjustments, elimination and /or what resolution should be made regarding the pending incentive payments, if any, to CVB employees for the 2020-2021 fiscal year, in consideration of COVID 19 and its effects on the formula used and the closure of facilities. Vice Chairman Tom Goodman made a motion to approve the incentive payment for FY 2020/2021 with a prorated amount based on the length of employment for each employee during the fiscal year, with the maximum payment amount of \$6,800, seconded by Board Member Chad Hart. Motion carried unanimously.

(B) Discussion and action to adopt and send to the City Council a specific recommendation on what adjustments, modifications, or changes of any kind, including the elimination, should be made to the CVB Incentive Bonus Policy for CVB employees for the year 2021-2022 and/or for future years. Vice Chairman Tom Goodman made a motion to eliminate the current CVB Incentive Bonus Policy and to create a new incentive policy by committee for future years, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

5.7. Discussion and action concerning the new meeting date for the December 2021 regular meeting. The next meeting was set for Thursday, December 16, 2021.

## VI. ADJOURN

The meeting was adjourned at 12:00 pm.

  
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Linette Hernandez, CVB Management Assistant

Approved by:

  
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Sean Till, CVAB Chairman