

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

THURSDAY, DECEMBER 16, 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, December 16, 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 9:02 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Chad Hart, Daniel Salazar and Bob Friedman were present. Board Member Bryan Pinkerton was absent.

City Officials: City Manager Randy Smith was present.

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

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Interim Director Lori Moore made a public comment acknowledging CVB staff for a successful weekend of events that included the McAllen Parade, SPI Lighted Boat Parade, and National Guard event at the Convention Center. She also informed the board of CVB Director Ed Caum 's resignation and informed them that she is currently acting as Interim CVB Director for SPI. She thanked the CVB Staff for working together as a team during the transition.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the excused absence for Board Members Daniel Salazar and Bob Friedman for the November 18, 2021 regular meeting. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the November 18, 2021 regular board meeting. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.

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

- * CAF Airshow! 2021
- * Sandcastle Days 2021
- * Ride for Rotary 2021
- * Muzicians Run 2021
- * SPI Half Marathon 2021

5. Regular Agenda

- 5.1. Presentation of the Zimmerman Agency Momentum Creative plan for FY2022. The Zimmerman agency presented virtually and shared the creative concept plan they are planning to deliver.
- 5.2. Discussion and possible action to approve marketing research services with Deep Blue Insight. The Zimmerman Agency provided details on this proposal and recommended starting the research in January 2022. Senior Marketing Manager Teresa Rodrigues recommended waiting until Spring 2022 to start the research project. The board took no action on this item and spoke about revisiting this item at a later date.
- 5.3. Discussion and possible action to approve the marketing sponsorship for the Switch Up motion picture in FY 21/22. The movie Producer and Director presented at the podium and provided details regarding the movie and answered questions from the board. Vice Chairman Tom Goodman made a motion to approve \$25,000 in marketing from excess reserves to be used immediately and \$20,000 in marketing from excess reserves to be used post-production, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the National Tropical Weather Conference for April 2022. Weather Broadcaster Tim Smith presented at the podium and provided details and answered questions from the board on the conference. Vice Chairman Tom Goodman made a motion to approve the requested \$20,000 in marketing funds, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.5. Discussion and possible action to approve the funding request for the following Special Events. (Brown/Moore)
- 5.5 (A) South Padre Island Sprint Triathlon in March 2022
Board Member Bob Friedman made a motion to approve the funding request in the amount of \$5,000, seconded by Board Member Chad Hart. Motion carried unanimously.

5.5 (B) Ron Hoover Fishing Tournament in July 2022

Board Member Chad Hart made a motion to approve the funding request in the amount of \$10,000, seconded by Chairman Sean Till. Motion carried unanimously.

5.5 (C) Shallow Sport Tournament in May 2022

Board Member Daniel Salazar made a motion to approve the funding request in the amount of \$20,000. Motion carried unanimously.

5.5 (D) 82nd Annual Texas International Fishing Tournament in August 2022. The Special Events Committee had approved \$25,000 in funding and an additional \$10,000 that was requested at the November 16, 2021 meeting. Board Member Daniel Salazar made a motion to approve the original funding request in the amount of \$25,000, seconded by Board Member Bob Friedman. Motion carried unanimously.

- 5.6. Presentation and discussion regarding the Director's Report. Special Events Coordinator April Brown provided an update on Special Events. Sales and Services Manager Mayra Nunez provided an update on Groups and Meetings. Senior Marketing and Communications Manager Teresa Rodriguez updated the board on items 3-9 below.
- 1.) Special Events
 - 2.) Groups and Meetings
 - 3.) ADR & Occupancy
 - 4.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision
 - 7.) Website Overview
 - 8.) New Creative
 - 9.) Spring Break Performance
- 5.7. Discussion and possible action to approve the Lamar Digital Billboard renewal for McAllen, Laredo, and Austin, TX. Vice Chairman Tom Goodman made a motion to approve the marketing buy for \$42,150 and to look at options for billboards in San Antonio, seconded by board member Daniel Salazar. Motion carried unanimously.
- 5.8. Discussion and possible action to approve the YOLO TX TV show sponsorship for FY 21/22. Board Member Daniel Salazar made a motion to not approve the sponsorship, seconded by Chairman Sean Till. Motion carried unanimously.
- 5.9. Discussion and possible action to approve the Mexico Spring Campaign 2022. Board Member Daniel Salazar made a motion to approve the budget for the Mexico Spring Campaign in the amount of \$49,800, seconded by Board Member Chad Hart. Motion carried unanimously.

- 5.10. Discussion and possible action to approve the New Year's Eve fireworks show for December 31, 2021. Vice Chairman Tom Goodman made a motion to approve and to schedule the fireworks for 9pm on December 31, 2021, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.11. Discussion and action concerning the new meeting date for the January 2022 regular meeting. The next meeting was scheduled for Wednesday, January 26, 2021 at 9am.

VI. ADJOURN

The meeting was adjourned at 10:54pm.



Linette Hernandez, CVB Management Assistant

Approved by:



Sean Till, CVAB Chairman