

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

WEDNESDAY, JANUARY 26, 2022

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, January 26, 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 9:01 am. A quorum was present: Board Members Bryan Pinkerton, Chad Hart, Daniel Salazar and Bob Friedman were present. Vice Chairman Tom Goodman, was absent.

City Officials: City Manager Randy Smith was present and City Council Member Ken Medders.

CVB Staff: CVB Interim Director Lori Moore (virtually), 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:

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the December 16, 2021 regular meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 4.2. Approve the excused absence for Board Member Bryan Pinkerton for the December 16, 2021 regular meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Bob Friedman. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation and discussion regarding the Director's Report. Special Events Coordinator April Brown provided an update on Special Events. Senior Marketing and Communications Manager Teresa Rodriguez updated the board on items 2-8 below.

- 1.) Special Events
 - 2.) ADR & Occupancy
 - 3.) Arrivalist Report
 - 4.) Social Media
 - 5.) Cision
 - 6.) Website Overview
 - 7.) New Creative
 - 8.) Spring Break Plan
- 5.2. Discussion and possible action to approve the funding request for the following Special Events.
- A.) Sand Crab Run in April 2022: Board Member Daniel Salazar made a motion to approve \$6,000 in funding towards marketing, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- B.) Roar by the Shore Air Show in August 2022: Board Member Chad Hart made a motion to approve \$50,000 in funding towards marketing, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.3. Discussion and possible action to approve the RGV Reef sponsorship for FY 21/22. Board Member Daniel Salazar made a motion to approve a \$50,000 sponsorship, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.4. Discussion and possible action to approve The Zimmerman Agency Media Plan for FY 21/22. Andy Jorishie from The Zimmerman Agency was virtually present to answer questions Lori Moore explained that this was a budgeted item for media placement. Board Member Chad Hart suggested that the plan include more promotional digital material to increase room sales or to incorporate a sales plan. Board Member Daniel Salazar made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.5. Discussion and update regarding the approved budget transfer of \$800,000 in unencumbered marketing funds to be used for media placement in FY 2021/2022. There was no action taken on this item.
- 5.6. Discussion and possible action to approve the KVUE/TEGNA 3 month marketing campaign for Texas for FY 2021/2022. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7. Discussion and possible action to approve Valentine's Day weekend fireworks and to amend the current contract with Pyro Shows of Texas to add this show. Board Member

Daniel Salazar made a motion to approve with proper digital billboard advertisement, seconded by Board Member Chad Hart. The fireworks were scheduled to be held at 9pm on February 12, 2022. Motion carried unanimously.


- 5.8. Discussion and possible action to approve the SPI CVB tourism portion of the SPI Comprehensive Plan. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.9. Presentation of the SPI CVB 2021 Annual Report. Senior Marketing Director Teresa Rodriguez presented the report to the board.
- 5.10. Discussion and action concerning the new meeting date for the February 2022 regular meeting. The next meeting was scheduled for February 23, 2022.

VI. ADJOURN

The meeting was adjourned at 10:11am.


Linette Hernandez, CVB Management Assistant

Approved by:


Sean Till, CVAB Chariman