

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

WEDNESDAY, MARCH 23, 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, March 23, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00pm.. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Bryan Pinkerton, Chad Hart, Daniel Salazar and Rene Valdez were present.

City Officials: City Manager Randy Smith, Council Member Ken Medders and Council Member Kerry Schwartz.

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

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Senior Marketing and Communications Manager Teresa Rodriguez shared a video clip from the Dennis Quaid ViewPoint Production that the CVAB had approved to fund. CVB Interim Director Lori Moore updated the board regarding the success of Beach Reach during Spring Break and thanked the CVB staff for their assistance with Spring Break meals for SPI City staff.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the February 23, 2022 regular meeting. Board Member Daniel Salazar made a motion to approve, seconded by Board Member Rene Valdez. Motion carried unanimously.
- 4.2. Approve the excused absences for Vice Chairman Tom Goodman and Board Member Bob Friedman. Board Member Daniel Salazar made a motion to approve, seconded by Board Member Rene Valdez. Motion carried unanimously.

V. REGULAR AGENDA

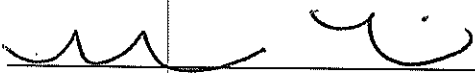
- 5.1. Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. Board Member Bob Friedman made a motion to nominate Sean Till for Chairman, seconded by Vice Chairman Tom Goodman. Motion carried unanimously. Board Member Rene Valdez made a motion to nominate Daniel Salazar for Vice Chairman, seconded by Board Member Bob Friedman. Motion carried unanimously.

- 5.2. Presentation and update on Airport news.
*Valley International Airport
*Brownsville Airport
*McAllen Airport
Valley International Airport Director Nicholas Mirman, Brownsville Airport Francisco Partida, and McAllen Airport Director Elizabeth Suarez presented updates on their airports and answered questions from the board.
- 5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. Predictive Data Lab presented virtually. The board had several questions on the data presented and requested additional modified data for future meetings.
- 5.4. Presentation and discussion regarding the Director's Report.
1.) Special Events
2.) Social Media
3.) Cision
4.) PR Efforts
5.) SPI CTA Program
6.) New Creative
Special Events Manager April Romero gave an update on Special Events. Sales Manager Mayra Nunez provided an update on Groups and Meetings. Marketing and Communications Manager Teresa Rodriguez provided an update on social media and marketing efforts.
- 5.5. Update, discussion, and possible action on new marketing plan for media placement (\$500,000) and creative content (\$100,000) in FY 21/22. Board Member Daniel Salazar made a motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.6. Discussion and action concerning the new meeting date for April 2022. The next meeting was scheduled for April 27, 2022.

VI. ADJOURN: The meeting was adjourned at 4:20pm.

Linette Hernandez, CVB Management Assistant

Approved by:



CVAB Chairman Sean Till