

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

**WEDNESDAY, APRIL 27, 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, April 27, 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 9:08 am. A full quorum was present: Board Member Tom Goodman, Bob Friedman, Bryan Pinkerton, Rene Valdez were present. Vice Chairman Daniel Salazar and Board Member Chad Hart were absent.

City Officials: Council Member Ken Medders

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

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Board Member Tom Goodman made a public comment regarding the need to focus on brand association and to partner with other island partners on branding efforts. He also suggested that South Padre Island work on building a partnership with Port Isabel on establishing more of a regional destination. CVB Interim Director Lori Moore informed the board that paper agenda packets will no longer be provided at future meetings and that digital tablets or iPads are being purchased for the board's use.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for March 23, 2022. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Rene Valdes. Motion carried unanimously.
- 4.2. Approve the Special Events Committee post-event reports for:
  - \* SPI Sprint Triathlon 2022
  - \* WOVE-Winter Outdoor Wildlife Expo 2022Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Rene Valdes. Motion carried unanimously.

**5. Regular Agenda**

- 5.1. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics to include a presentation by Zimmerman Agency regarding Q1, recap, and

Summer/Fall activity. Curtis Zimmerman presented at the podium, followed by Carlos Casas with Predictive Data Lab, followed by Kristen Nash and John Nichols with The Zimmerman agency. The Zimmerman Agency also presented virtually.

- 5.2. Presentation and discussion regarding the CVB Monthly Report.
- 1.) Special Events
  - 2.) Social Media
  - 3.) Cision
  - 4.) PR Efforts
  - 5.) SPI CTA Program
  - 6.) New Creative
- Special Events Manager April Brown presented at the podium with an update on Special Events. Senior Marketing and Communications Manager Teresa Rodriguez presented items 2-6 at the podium.
- 5.3. Discussion and possible action to approve the funding request for the following Special Events:
- \* Beach Bash Skate Jam in June 2022: \$2,000 in marketing approved
  - \* JJ Zapata Fishing Tournament in September 2022: \$5,000 in marketing approved
  - \* Ride for Rotary in October 2022: \$2,500 in marketing approved
  - \* SPI Muzicians Run in November 2022: \$15,000 in marketing approved
  - \* SPI Island Games in September 2022: \$2,000 in marketing approved
  - \* SPI Wahoo Classic in September 2022: \$5,000 in marketing approved
- Board Member Tom Goodman made a motion to approve the awarded amounts that SEC approved at the April 19, 2022 meeting, seconded by Board member Rene Valdez. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the revised Special Event Funding: (Brown)
- \* Application
  - \* Guidelines
  - \* Policy
  - \* Post Event Report
- Board Member Tom Goodman made a motion to approve all revised Special Events forms, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5. Update and possible action on the following budget line items and review of the budget planning calendar for FY2022.
- \* Events Marketing
  - \* Marketing
- Chairman Sean Till made a motion to approve \$4.1 million in Marketing and \$850,000 in Events Marketing. Motion Carried unanimously. Board Member Bryan Pinkerton

requested a workshop to discuss allocations and Chairman Sean Till recommended having a workshop once the new CVB Director has been hired.

- 5.6. Discussion and action concerning the new meeting date for May 2022. The next meeting date was set for May 25, 2022.

**VI. ADJOURN**

Meeting was adjourned at 11:25am.



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Linette Hernandez, CVB Management Assistant



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Sean Till, CVAB Chairman