

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

WEDNESDAY, JUNE 22, 2022
9:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]

4. Approve Consent Agenda

- 4.1. Approve the excused absence for Board Member Rene Valdez for the May 25, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the May 25, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Brown)
 - * Run the Jailbreak in May 2022
 - * Splash in April 2022
 - * Shallow Sport Owners Fishing Tournament in May 2022

5. Regular Agenda

- 5.1. Update on The Switch Up motion picture. (Rodriguez)
 - * marketing efforts
 - * movie launch date
 - * Netflix
- 5.2. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
- 5.3. Presentation and discussion regarding the CVB Monthly Report. (Rodriguez/Moore)
 - 1.) Marketing and Communications



- 2.) Social Media
- 3.) Cision
- 4.) PR Efforts
- 5.) New Creative
- 6.) SPI-Certified Tourism Advisor (CTA) Program

5.4. Discussion and possible action to approve the funding request for the following Special Events: (Brown)

- * The A Team/Dynamic Texas Entertainment LLC in July and September 2022
- * SPI Pride in October 2022
- * Aurora Fest in September 2022

5.5. Discussion and action concerning the new meeting date for July 2022. (Till)

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and The Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY, FRIDAY, JUNE 17, 2022



Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JUNE 17, 2022 AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Management Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



Agenda: JUNE 22, 2022 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board