

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

WEDNESDAY, AUGUST 24, 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 absences for Board Members Bryan Pinkerton and Bob Friedman for the July 27, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the July 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Brown)
* Ron Hoover Fishing Tournament 2022

5. Regular Agenda

- 5.1. Discussion and possible action to approve The Zimmerman Agency's Q1 Fall Media Plan for FY 22/23. (Rodriguez)
- 5.2. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Rodriguez)
- 5.3. Presentation and discussion regarding the CVB Monthly Report: (Henry)
 - 1.) Special Events
 - 2.) Marketing and Communications
 - 3.) Social Media
 - 4.) Cision
 - 5.) In-House Creative

Agenda: AUGUST 24, 2022



- 5.4. Discussion and possible action to approve the funding request for Hallownings in October 2022. (Brown)
- 5.5. Discussion and possible action to approve the Q1 In-House Fall Media Plan for FY 22/23. (Rodriguez)
- 5.6. Presentation and discussion regarding the Mexico FAM Tour for Travel Agencies and Media. (Rodriguez)
- 5.7. Discussion and action concerning the new meeting date for September 2022. (Till)

6. Adjourn

NOTE:

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

DATED THIS FRIDAY, AUGUST 19, 2022



Silvia Sanchez, CVB Administrative 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, AUGUST 19, 2022, AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Silvia Sanchez, CVB Administrative 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: AUGUST 24, 2022 - CONVENTION AND VISITORS ADVISORY BOARD MEETING