

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

FRIDAY, SEPTEMBER 23, 2022

1. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Friday, September 23, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Tillman called the meeting to order at 9:03 AM. Board Members present: Board Members Tom Goodman, Bob Friedman, Chad Hart, and Bryan Pinkerton. Vice Chairman Daniel Salazar was absent.

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Special Events Manager April Brown, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes, Administrative Assistant/Receptionist Silvia Sanchez, City Secretary/Public Information Officer Angelique "Nikki" Soto, City Manager Randy Smith.

2. PLEDGE OF ALLEGIANCE

Chairman Sean Till lead the pledge of allegiance.

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

Public comments were made at this time.

4. APPROVE CONSENT AGENDA

Board Member Tom Goodman made a motion to approve consent agenda items. Board Member Chad Hart second motion. Motion carried unanimously.

- 4.1. Approve the meeting minutes for the August 24, 2022 regular meeting. (Till)
- 4.2. Approve the Special Events Committee post-event reports for the following events:
(Brown)
 - *Texas International Fishing Tournament 2022
 - *Ladies Kingfish Tournament 2022

5. REGULAR AGENDA

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
PDL was unable to present due to technical difficulties.

- 5.2 Presentation and discussion regarding the CVB Monthly Report. (Henry)
- 1.) Special Events- Special Events Manager April Brown presented and answered questions regarding special events.
 - 2.) Groups & Meetings- CVB Sales and Services Manager Mayra Nunez presented and answered questions regarding groups and meetings.
 - 3.) Marketing & Communications -
 - 4.) Social Media- Marketing and Communication Specialist Dennise Hernandez presented social media statistics (TikToks, Instagram, Facebook).
 - 5.) Cision- Marketing and Communication Specialist Mauricio Cervantes presented Cision and In-House Creative to board.
 - 6.) In-House Creative
- 5.3 Discussion and possible action to approve the funding request for the Texas Beach Ultimate Festival in April 2023. (Brown)
- Brown presented the funding request for the Texas Beach Ultimate Festival. Board Member Rene Valdez created motion to approve \$5,000 towards marketing, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.4 Discussion and possible action to approve the Brand Refresh and Definition Project for South Padre Island. (Henry)
- Mr. Blake Henry, CVB Director, came to podium to answer questions regarding Brand Refresh and Definition Project for SPI. Board Member Tom Goodman created a motion to approve the Brand Refresh and Definition Project, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5 Discussion and possible action to approve the position of Director of Marketing to the CVB Staff. (Henry)
- CVB Director Blake Henry came to the podium to answer questions regarding recruitment and hiring process. Board Member Rene Valdez made a motion to approve, seconded by Board Member Tom Goodman. Motion carried unanimously.
- 5.6 Discussion and possible action to approve the position of Director of Sales to the CVB Staff. (Henry)
- CVB Director Blake Henry came to the podium to answer questions regarding recruitment and hiring process. Board Member Bryan Pinkerton created a motion to approve agenda item, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7 Discussion and possible action to approve the marketing buy with Rio Sports Live for the amount of \$60,000. (Pinkerton)
- Joe Bowling came to the podium to answer questions from the board regarding the marketing buy contract. Board Member Chad Hart created a motion to approve the

marketing buy with Rio Sports Live for the amount of \$60,000, seconded by Board Member Rene Valdez. Motion carried unanimously.

5.8 Discussion on growth comparison for hotel & vacation rental inventory from 2019 to 2022. (Pinkerton)
Board Member Bryan Pinkerton discussed the growth comparison for hotel and vacation rental inventory between 2019 and 2022.

5.9 Discussion and action concerning the new meeting date for October 2022. (Till)
Chairman Sean Till announced the next meeting will be Wednesday, October 26, 2022 at 9 AM

6. Adjourn

There being no further business, Chairman Till adjourned the meeting at 10:25 AM .

Prepared By:



Ema Jaramillo, Management Assistant

Approved By:



Sean Till, CVAB Chairman