

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

**THURSDAY, OCTOBER 27, 2022**

**1. Call to Order**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Thursday, October 27, 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 9:05 AM. Board Members present: Vice Chairman Daniel Salazar, Board Members Tom Goodman, Chad Hart, and Bryan Pinkerton were present. Board member Bob Friedman was absent. CVB Staff present were CVB Director Blake Henry, Operations and Services Manager Lori Moore, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes. City Manager Randy Smith was present.

**2. Pledge of Allegiance**

Chairman Till led the Pledge of Allegiance.

**3. Public Comments and Announcements**

Public comments were given at this time.

**4. Approve Consent Agenda**

Bryan Pinkerton created a motion to approve the consent agenda items, seconded by Tom Goodman. Motion carried unanimously.

- 4.1. Approve the meeting minutes for the September 23, 2022 regular meeting. (Till)
- 4.2 Approve the excused absence for Vice Chairman Daniel Salazar for the September 23, 2022 regular meeting. (Till)
- 4.2. Approve the Special Events Committee post-event reports for the following events:  
(Henry)
  - \*Wahoo Classic Fishing Tournament 2022
  - \*SPIsland Games 2022

**5. Regular Agenda**

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics.  
Predictive Data Lab presented KPIs, campaign performances, and analytics as well as answer questions and concerns from the CVA board.

- 5.2 Presentation, discussion, and possible action regarding the Zimmerman Media Plan for FY 2022-2023. (Moore)  
Jon came to to the podium to present the media plan and answered questions from the board. No action taken.
- 5.3 Presentation, discussion, and possible action regarding the Zimmerman Public Relations Plan for FY 2022-2023.  
Chairman Sean Till created motion to approve the Zimmerman Public Relations Plan and Media Plan for FY 2022-2023, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 5.4 Presentation and discussion regarding the CVB Monthly Report. (Henry)  
1.) Groups & Meetings- Sales & Services Manager Mayra Nunez came to the podium to present regarding groups and meetings hosted by the sales team in September.  
2.) Marketing & Communications - Marketing and Communication Specialist Mauricio Cervantes came to the podium to discuss marketing efforts by the marketing team.  
3.) Social Media - Marketing and Communications Specialist Dennise Hernandez came to the podium to discuss social media, in-house creatives, and Cision reports.  
4.) Cision  
5.) In-House Creative
- 5.5 Discussion and possible action to approve the funding request for the Texas State Surfing Championship in April 2023. (Henry)  
Vice Chairman Daniel Salazar made a motion to approve the \$5,000 funding request, seconded by Committee Member Chad Hart. Motion carried unanimously
- 5.6 Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023. (Henry)  
Vice Chairman Daniel Salazar made a motion to table funding request for the Ron Hoover Fishing Tournament, seconded by Bryan Pinkerton. Motion carried unanimously.
- 5.7 Discussion and possible action to approve the marketing buy for the National Tropical Weather Conference in April 2023. (Henry)  
Committee Member made a motion to approve \$20,000 in funding, seconded by Committee Member Chad Hart. Motion carried unanimously.
- 5.8 Discussion and possible action to approve the marketing buy with JLO Productions for the Cameron County | SPI CVB Holiday Celebration 2022. (Henry)  
Vice Chairman Daniel Salazar made a motion to approve the marketing buy with JLO Productions for the Cameron County | SPI CVB Holiday Celebration 2022, seconded by Committee Member Rene Valdez. Motion carried unanimously
- 5.9 Discussion and action concerning the new meeting date for November 2022.  
Thursday, November 17, 2022 at 9:00 AM.

6. Adjourn

Prepared By:



Ema Jaramillo, Management Assistant

Approved By:



Sean Till, CVAB Chairman