

**MINUTES OF CITY COUNCIL REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, AUGUST 2, 2023

1. CALL TO ORDER

The City Council Members of the City of South Padre Island, Texas held a Regular City Council Meeting on Wednesday, August 2, 2023 at the Municipal Complex Building, 2 Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor McNulty called the meeting to order at 5:30 p.m. A quorum was present: Mayor Patrick McNulty, Council Members Ken Medders, and Rees Lanston, and Kerry Schwartz.

City staff members present were City Manager Randy Smith, Delgado, Fire Chief Jim Pigg, Police Chief Claudine O'Carroll, Public Works Director Alex Sanchez, Shoreline Director Kristina Boburka, Parks and Recreation Manager Debbie Huffman, Administration Coordinator Hilda Delgado, and City Secretary Angelique Soto.

2. PLEDGE OF ALLEGIANCE AND TEXAS PLEDGE

Mayor McNulty led the Pledge of Allegiance and the Texas Pledge.

3. PUBLIC COMMENTS AND ANNOUNCEMENTS:

Public comments and announcements were given at this time.

4. APPROVE CONSENT AGENDA:

Council Member Medders made a motion, seconded by Council Member Langston to approve Consent Agenda Items 4.1 through 4.4. Motion passed unanimously.

- 4.1. APPROVE INVOICES FOR PAYMENT. (GIMENEZ)**
- 4.2. APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$39,700 FROM THE BEACH MAINTENANCE FUND TO PURCHASE ACCESS MATTING. (BOBURKA)**
- 4.3. APPROVE A BUDGET AMENDMENT FROM GENERAL FUND EXCESS RESERVES FOR \$62,318.84 TO REPLACE THE FRONT AND REAR OUTRIGGERS CYLINDER ON FD (T-1) LADDER TRUCK. (SANCHEZ, PIGG)**
- 4.4. APPROVE THE MINUTES FROM THE JULY 19, 2023 REGULAR CITY COUNCIL MEETING AND THE JULY 27, 2023 SPECIAL CITY COUNCIL MEETING. (SOTO)**

5. REGULAR AGENDA

- 5.1. PUBLIC HEARING REGARDING THE 2023/2024 - 2026/2027 CAPITAL IMPROVEMENT PLAN (CIP). (DELGADO)**

At 5:40 p.m., Mayor McNulty opened the Public Hearing.

Proponents: None

Opponents: None

Mayor McNulty closed the Public Hearing at 5:40 p.m.

5.2. UPDATE AND DISCUSSION REGARDING CITY CROSSWALKS. (MEDDERS)

Public Works Director Alex Sanchez updated the Council regarding the City crosswalk enhancements. The Texas Department of Transportation (TXDOT) has approved the following components:

- Existing crosswalks will be enhanced decorative pavement crosswalks
- Yield Triangle to Stop Bars
- Additional pedestrian crossing markings to existing crosswalks

All new payment markings will be done after TXDOT repaves Padre Boulevard.

Signage Improvements approved:

- Replace all signed from yield to stop
- Upgrades to the Edge-Lit LED Flashers to RRFBs on the south side
- Center Stop for pedestrians enhanced with static lights

TXDOT did NOT approve the following:

- Changing yellow RRFBs to Red RRFB
- In-ground lighting

5.3. PRESENTATION AND DISCUSSION REGARDING THE NEW MARKETING PLAN FOR FY23/24. (HENRY)

CVB Director Blake Henry updated the City Council on the new marketing plan for 2023/2024.

The Escape Campaign was created by the Zimmerman Agency and was approved by the Convention and Visitors Advisory Board in July. The target audience was identified to formulate and strategize the marketing plan.

Replacing the "This or That" Campaign was used for approximately two years.

Data analytics are provided by Predictive Data Lab using nine data sources. Locations, a review of summer marketing efforts, and upcoming fall events were presented.

Promoting Spring Break has started earlier than in previous years with an increase of \$100,000 to match the collegiate spring break. A third-party promoter will be managing the collegiate events and family-friendly events. Activation to promote is schedule to begin in September.

5.4. DISCUSSION AND ACTION TO APPROVE THE DRAFT OF CHAPTER 7 OF THE CITY OF SOUTH PADRE ISLAND CODE OF ORDINANCES AS RECOMMENDED BY THE ADHOC COMMITTEE. (CITY COUNCIL)

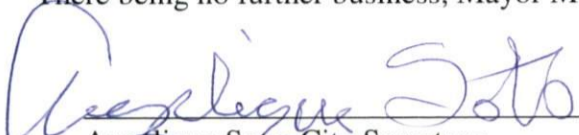
Council Member Medders made a motion, seconded by Council Member Schwartz to approve the draft of Chapter 7 of the City of South Padre Island Code of Ordinances as recommended by the AdHoc Committee. Motion passed unanimously.

5.5. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE ORDER OF GENERAL ELECTION FOR MUNICIPALITIES FOR NOVEMBER 7, 2023 GENERAL ELECTION FOR THE PURPOSE OF ELECTING TWO CITY COUNCIL MEMBERS (MAYOR AND PLACE 4). (SOTO)

Council Member Medders made a motion, seconded by Council Member Schwartz to approve the Order of General Election for Municipalities for November 7, 2023 General Election for the purpose of electing two City Council Members (Mayor and Place 4). Motion passed unanimously.

6.ADJOURN.

There being no further business, Mayor McNulty adjourned the meeting at 6:00 p.m.



Angelique Soto, City Secretary

APPROVED



Patrick McNulty, Mayor

