



City of South Padre Island
Convention and Visitors Bureau Transition Board

REGULAR MEETING

Thursday, March 27, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

Cesar Cantor, Chairman
Full Service Hotel Industry

Bill Donahue
Full Service Hotel Industry

Arnie Creinin
Condominium Industry

Michael Jones
*Brownsville South Padre Island International Airport
Ex-Officio Member*

Bryan Pinkerton, Vice Chairman
Condominium Industry

Rene Valdez
Full Service Hotel Industry

Ann Weiss
Limited Service Hotel Industry

Jose Mulet
*Valley International Airport
Ex-Officio Member*

Questions regarding this agenda should be directed to the South Padre Island Convention & Visitors Bureau staff at 956-761-3000. This facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations of interpretive services must be made 48 hours prior to this meeting. Please contact building official, Jay Mitchim; ADA designated responsible party at (956) 761-8103.

NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS BUREAU TRANSITION BOARD

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS BUREAU TRANSITION BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

THURSDAY, MARCH 27, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

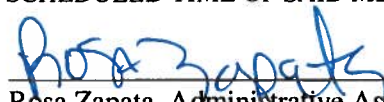
1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Bureau Transition Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Bureau Transition Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Transition Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Transition Board meeting.).*
4. Consent Agenda:
 - a. Approval of minutes for February 26, 2014 regular meeting.
5. Discussion and action related to the hiring process of the new Convention & Visitors Bureau Director.
6. Discussion and action related to the Transition Board Marketing Sub-Committee recommendations for new sopadre.com website & other marketing strategies.
7. Discussion and action regarding updates by Machete's Public Relations efforts for Semana Santa.
8. Set new meeting date/agenda items for next meeting.
9. Adjourn.

DATED THIS THE 21 DAY OF March 2014.


Rosa Zapata, Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY 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 THE CITY HALL/MUNICIPAL BUILDING ON March 21, 2014, at 11:00 AM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.




Rosa Zapata, Administrative Assistant

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 27, 2014

ITEM

NOTE: All matters listed under Consent Agenda are considered routine by the Transition Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approve minutes for meeting held on February 26, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 27, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for February 26, 2014 meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes



**South Padre Island
Convention and Visitors Bureau Transition Board
Minutes for February 26, 2014**

I. CALL TO ORDER.

The Convention and Visitors Bureau Transition Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, February 26, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:00 a.m. A quorum was present: Arnie Creinin, Anne Weiss, Vice-Chair Bryan Pinkerton, Bill Donahue, Rene Valdez
Absent: Michael Jones and Jose Mulet

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public announcements and comments were given at this time.

IV. APPROVE CONSENT AGENDA.

- a. Transition Board Member Valdez made a motion, seconded by Transition Board Member Pinkerton to approve the Consent Agenda. Motion carried unanimously.

V. Discussion and action related to the Laguna Madre Nature Trail boardwalk repairs.

Discussion was held with no action taken.

VI. Discussion and action regarding CBS agreement with the City of South Padre Island.

Chairman Cantor motioned, second by Board Member Donahue for the Assistant City Manager Darla Jones to sign the agreement with CBS. Motion carried unanimously.

VII. Discussion and action regarding the restructuring of the 2014/15 Budget/Marketing Committee.

Chairman Cantor motioned, second by Board Member Valdez for the Budget/Marketing Sub-Committee structure stay the same. The alternatives will be Board Member Creinin for the Budget

Sub-Committee and Board Member Donahue for the Marketing Sub-Committee. Motion carried unanimously.

VIII. Discussion and action regarding an expense of \$3,000 for the Texas Travel Counselors Conference.

Chairman Cantor motioned, second by Board Member Weiss to approve the \$3,000 expense. Motion carried unanimously.

IX. Discussion and action regarding funding for new fall events including a possible motorcycle rally.

Discussion was held with no action taken.

X. Presentation for funding request from the following:

- a. Presentation made by Roadway Productions. No action was taken.
- b. This item was pulled.

XI. Discussion and action regarding consideration for a funding request from the following:

- a. Board Member Valdez motion to table this item, second by Vice-Chairman Pinkerton. Motion carried unanimously.
- b. No discussion was done.

XII. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING.

Next scheduled meeting will be March 27, 2014 at 10:00a.m.

XIII. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 11:45a.m.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 27, 2014

NAME & TITLE: Arnie Creinin, Board Member

DEPARTMENT: Convention and Visitors Transition Board

ITEM

Discussion & Action regarding the hiring process of the Convention & Visitors Bureau Director.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 27, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Convention and Visitors Transition Board

ITEM

Discussion & Action regarding Transition Board Marketing Sub-Committee recommendations for new sopadre.com website & other marketing strategies.

ITEM BACKGROUND

Marketing Committee have schedule a meeting Wednesday, March 26, 2014 with the Machete Agency to review and assess navigation and design of the new sopadre.com website.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Some design elements may be cost prohibitive within this budget.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 27, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Convention and Visitors Transition Board

ITEM

Discussion & Action regarding updates by Machete's Public Relations efforts for Semena Santa.

ITEM BACKGROUND

Ms. Frances Schultschik will be making a presentation.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS