



City of South Padre Island
Convention and Visitors Bureau Transition Board

SPECIAL MEETING

Thursday, April 10, 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

Bryan Pinkerton, Vice Chairman
Condominium Industry

Bill Donahue
Full Service Hotel Industry

Rene Valdez
Full Service Hotel Industry

Arnie Creinin
Condominium Industry

Ann Weiss
Limited Service Hotel Industry

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

Terence Chase
Valley International Airport

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.

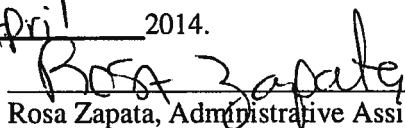
NOTICE OF SPECIAL MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS BUREAU TRANSITION BOARD

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

THURSDAY, APRIL 10, 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 March 27, 2014 Regular meeting.
5. Discussion and action regarding funding request for 'One Day On Earth' Film project.
6. Discussion and action regarding Special Event inquiries to the South Padre Island Convention and Visitors Bureau.
7. Discussion and action regarding the creation of a subcommittee for website recommendations of SoPadre.com.
8. Discussion and action regarding the procedure of the Visitor Guide submissions on SoPadre.com.
9. Discussion and action regarding the Event Calendar on SoPadre.com website.
10. Discussion and action regarding changing the name of the Transition Board back to the Convention and Visitors Authority Board.
11. Set new meeting date/agenda items for next meeting.
12. Adjourn.

DATED THIS THE 1 DAY OF April 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 April 7, 2014, at 9:00 AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata
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: April 10, 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 March 27, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: April 10, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for March 27, 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 March 27, 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 Thursday, March 27, 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, Terence Chase
Absent: Rene Valdez and Michael Jones

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

V. Discussion and action regarding the hiring process of the Convention & Visitors Bureau Director.

Discussion was held with no action taken.

VI. Discussion and action regarding Transition Board Marketing Sub-Committee recommendations for the new sopadre.com website & other marketing strategies.

Chairman Cantor motioned, second by Board Member Donahue to have IT Director Paul Holthusen into changing the layout of sopadre.com website. Motion carried unanimously.

VII. Discussion and action regarding updates by Machete's Public Relations efforts for Semena Santa.

Ms. Francis Schultschik gave the board an update. No action taken.

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

Next scheduled meeting will be April 23, 2014 at 10:00 a.m.

IX. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 11:30 a.m.

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

MEETING DATE: April 10, 2014

NAME & TITLE: Mary Kay Hancock, Special Events Coordinator

DEPARTMENT: Convention Centre

ITEM

Discussion & Action regarding funding request for 'One Day On Earth' Film project.

ITEM BACKGROUND

The world's largest media collaboration, ONE DAY ON EARTH, is launching a new project to document the topic of 'cities' this April 26th. One-day filming events will take place in 11 major US metro areas, including Lower Rio Grande Valley. Working with hundreds of partner organizations across the United States, including creative communities, nonprofits, and municipal offices in Lower Rio Grande Valley, the project will investigate 10 questions for a 24-hour filming campaign called YOUR DAY. YOUR CITY. YOUR FUTURE. The goal is to inspire citizens to document the issues and culture that will define their city for the next 20 years.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

FOR IMMEDIATE RELEASE
MEDIA CONTACT:
Brandon Litman
212-786-0100
press@onedayonearth.org



24-HOUR FILMING EVENT TO FOCUS ON LRGV

ONE DAY IN LRGV to inspire hundreds of films on April 26.

LOWER RIO GRANDE VALLEY, 11 March 2014 - The world's largest media collaboration, ONE DAY ON EARTH, is launching a new project to document the topic of 'cities' this April 26th. One-day filming events will take place in 11 major US metro areas, including Lower Rio Grande Valley. Working with hundreds of partner organizations across the United States, including creative communities, nonprofits, and municipal offices in Lower Rio Grande Valley, the project will investigate 10 questions for a 24-hour filming campaign called *YOUR DAY. YOUR CITY. YOUR FUTURE*. The goal is to inspire citizens to document the issues and culture that will define their city for the next 20 years.

Questions, such as, "Who is your city not serving?" and "What are the solutions that your city needs to implement?" are balanced with, "What do you love about your city?" and "What is the best thing happening in your city today?"

While the project is launching in 11 US metro areas this month, there are plans to expand the initiative to additional cities, both domestically and abroad later in the year. The social platform, www.YourDayYourCity.org serves as a gateway for all the cities and a space where participants can get involved with fellow collaborators.

Participants in the project will connect with their fellow filmmakers and upload their films to www.OneDayInLRGV.org where their submissions will create an accessible geo-tagged archive showcasing all media created that day. The project producers are also working directly with local PBS affiliates and public broadcasters to share a TV series, investigating the future of American cities.

The project is supported by a coalition of national and local foundations, including the Ford Foundation and the Surdna Foundation and is hosted in partnership with the video-sharing platform Vimeo.

About ONE DAY ON EARTH

Working with a growing social network of nonprofits, entrepreneurs, academics and a vast creative network of more than 35,000 media creators, the *YOUR DAY. YOUR CITY. YOUR FUTURE* campaign is part for a portfolio of media collaborations supported by the One Day on Earth Foundation. Previous collaborations include three global filming events (on 10/10/10, 11/11/11, and 12/12/12). The first film was released in 2012. The 2011 and 2012 initiatives are in post-production. The purpose of One Day on Earth's collaborations is to build relationships and conversations, while creating a valuable archive of media for continued use and education. The goal is not only to inform, but also to unite. Visit www.OneDayOnEarth.org for more information.

ONE DAY IN THE LOWER RIO GRANDE VALLEY YOUR DAY. YOUR CITY. YOUR FUTURE.

On April 26th, 2014 hundreds of filmmakers, non-profit organizations, and inspired citizens will document stories that most affect the future of The Lower Rio Grande Valley as part of a region-wide, participatory media-creation event. The resulting media will be showcased in an interactive, geo-tagged archive, and a TV series for public television on the future of the American city. In addition, local media partners will exhibit the most powerful and inspiring videos created during the one-day filmmaking event.

FILM YOUR COMMUNITY

On **April 26th**, film stories that investigate one or more of the 10 questions below about The Lower Rio Grande Valley. After filming, upload your video submission to www.onedayinlrgv.org

10 QUESTIONS FOR THE FUTURE OF YOUR COMMUNITY



More than just prompting interviews, the following questions are inspiration for visual investigations:

- 1 Why are you in your community?
- 2 What do you love about your community?
- 3 What is the best thing happening in your community today?
- 4 What are your community's biggest challenges?
- 5 Who is your community not serving?
- 6 What is the worst thing that could happen to your community?
- 7 What are the solutions that your community needs to implement?
- 8 How are people changing the future of your community?
- 9 What do you hope for your community in the next 20 years?
- 10 Ask your own question about your community.

YOUR DAY. YOUR CITY. YOUR FUTURE.

This is a campaign to document topics informing the future of cities. The first 11 cities are filming on April 26th, 2014. They are: Atlanta, Boston, Denver, Detroit, Los Angeles, The Lower Rio Grande Valley, New Orleans, New York, San Diego, San Francisco, and The Twin Cities.

Visit www.YourDayYourCity.org for more information.

EDUCATORS are encouraged to participate, engaging students with the One Day on Earth free educational toolkits (available on our website.)

For information more information please visit www.onedayinlrgv.org



FORDFOUNDATION



vimeo



CONTACT: Aarin Hartwell Aarin.Hartwell@onedayonearth.org



ONE DAY IN THE LOWER RIO GRANDE VALLEY

YOUR DAY. YOUR CITY. YOUR FUTURE.

SIGN UP TO PARTICIPATE On April 26th, film stories that investigate one or more of the 10 questions below about The Lower Rio Grande Valley.

After filming, upload your video submission to <http://onedayinlrgv.org>

Film 10 Questions For The Future Of Your City

More than just prompting interviews, the following questions are inspiration for visual investigations:

1. Why are you in your city?
2. What do you love about your city?
3. What is the best thing happening in your city today?
4. What are your city's biggest challenges?
5. Who is your city not serving?
6. What is the worst thing that could happen to your city?
7. What are the solutions that your city needs to implement?
8. How are people changing the future of your city?
9. What do you hope for your city in the next 20 years?
10. Ask your own question about your city.

Frequently Asked Questions:

Do I need to investigate all 10 questions? No. You may investigate as many or as few as you wish. In addition, the 10th question is up to you, allowing for flexibility in how you participate.

Why Cities? Will our cities be powerful pillars of society in 20 years? With growing populations and overconsumption of finite resources, how will the legacy of our cities navigate the future? Faced with climate change, terrorism, crime, corruption, and disparity of wealth, our cities have incredible challenges that strike at the core of humanity's ability to sustain. However, these juggernauts of density, with their complex histories and vast diversity, offer hope by cross-pollinating ideas and providing the innovations of technology, mind, and spirit required for humanity to thrive.

Who owns my footage? You do. You will retain ownership and rights. In order for us to create a film and other creative projects, you will need to grant One Day on Earth a nonexclusive royalty free license.

Do you have a one sheet? Yes, you may visit the website and download it.

www.onedayinlrgv.org
www.onedayonearth.org



ONE DAY IN THE LOWER RIO GRANDE VALLEY

YOUR DAY. YOUR CITY. YOUR FUTURE.

Do I need to get releases? Yes, you may visit the website and download it.

Save all your original high resolution content: Given that compressed video and photo files hosted on our site are not of a high enough quality to use in a motion picture, broadcast, or print, it is critical that you save all your original high resolution elements.

Should my video be edited? There is no requirement for editing. In fact, if you intend to edit, we ask that you upload and share your best selection of footage before you do a fully sculpted edit. This will increase your chances of being prominently featured.

What is the maximum video size and length? Vimeo is our video services partner. All technical specifications are in line with their requirements. In accordance with Vimeo, upload file size is limited to 500 MB. However, you are welcome to upload multiple clips within the limitations of your Vimeo account.

Should I compress my videos before uploading them? Possibly. It could mean you can submit a longer upload, but not all compressions are made equal. Please see Vimeo's compression suggestions for the best advice [on settings](#).

What is the submission deadline for content? Uploaded or post marked by May 26th 2014. If you know in advance that you can not meet the deadline, or you do not have the resources to upload your content, please feel free to email us at info@onedayonearth.org with questions or concerns.

Does everything need to be created on April 26th? Yes, for all official submissions. But this is a community, so please feel free to share anything you'd like on your profile, discussion, or group pages before or after April 26th and into the future.

How can I help? [Sign up](#). Invite friends and family around your city. If you want to get more involved email aarin.hartwell@onedayonearth.org. If you're feeling charitable, we need help, all donations are tax-deductible – [Donate](#)

I am part of a non-profit, how can we collaborate? Fantastic! Please contact aarin.hartwell@onedayonearth.org

www.onedayinlrgv.org
www.onedayonearth.org



ONE DAY IN THE LOWER RIO GRANDE VALLEY

YOUR DAY. YOUR CITY. YOUR FUTURE.

I would like to report abuse of the One Day on Earth site or project what do I do? We strive to sustain a positive and supportive community that is interested in the public good. We take any abuse of our community infrastructure very seriously. Please feel free to report any grievance to [Report An Issue](#). Please include links and a detailed explanation of the issue.

I wish to document a controversial subject, what is your stand on censorship? We do not want to censor content. However, certain subjects carry both legal and logistical issues that could be harmful to our network if not properly regulated. You are responsible for your own content. No sexually explicit material or porn. No videos that incite hatred, include hate speech, defamatory or discriminatory speech or videos depicting unlawful acts or extreme violence. If you believe you have a special topic that is important, but fear it may violate our guidelines, or present a personal safety issue in crediting you to the content please email info@onedayonearth.org with the subject heading "special topic".

www.onedayinlrgv.org
www.onedayonearth.org

**Your Day.
Your City.
Your Future.**



ONE DAY ON EARTH: YOUR DAY. YOUR CITY. YOUR FUTURE.

Project summary. Working with a growing network of nonprofits, entrepreneurs, academics and a vast creative network (over 35,000 media creators), the **YOUR DAY. YOUR CITY. YOUR FUTURE.** 24-hour filming campaign ignites a collaborative effort to communicate topics related to our cities' culture and future. The project uses tried-and-true methods of community building to inspire a network of doers. It builds relationships and conversations, while creating a valuable archive of media for continued use and education. The goal is not only to inform, but also to unite. The results are:

- 1) A coalition of more than 500 organizations, invested in media creation and promotion
- 2) An established and activated community, connected via an **online platform**: onedayonearth.org
- 3) A long format film series
- 4) Hundreds of vignettes and micro docs for exhibition, celebrating the identity of the target cities
- 5) Thousands of hours of content (navigable via geo-location, keyword, and user profile)

What does this mean for a city? The obtainable goal of the project is simple: unite stakeholders in a day of video activism that will create a clearer and more personal picture of the topics relevant to each city's future. These stories will be inspiring, informative and, for some, urgent.

Who is in? The project has secured funding from: *The Ford Foundation, The Surdna Foundation, The Annenberg Foundation, and The McKnight Foundation.*

Also on board are: Public broadcasters, municipal offices, grassroots neighborhood organizations, creative organizations, academic institutions, non-profits, and media outlets.

Current list of cities & timeline Atlanta, Boston, Denver, Detroit, Los Angeles, Lower Rio Grande Valley, New Orleans, New York, San Diego, San Francisco, Twin Cities.

Promotion starts Early March. Filming and archive launch in April 26. On-air exhibition and flagship screening event in 4th Quarter 2014

Cross-section of topics covered

- Access to education
- Transportation infrastructure
- Access to jobs
- Aging population
- Access to healthcare
- Disaster preparedness/resiliency
- Affordable housing
- Urban planning and capital investment
- Urban safety and law enforcement
- Homelessness and poverty reduction
- Environmental issues
- Water security (waste, drink, watershed)
- Food security
- Access to cultural events and the arts

FACTS ABOUT ONE DAY ON EARTH

12,000+ hours of content aggregated • 35,000 members • Hundreds of multinational partners

World record film screening: 160 countries on the same day • 1,000+ cameras donated to 153 countries

Contact: Aarin Hartwell, (956) 455-5238
Aarin.Hartwell@OneDayOnEarth.org

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

MEETING DATE: April 10, 2014

NAME & TITLE: Brian Pinkerton, Vice Chairman

DEPARTMENT: Condominium Industry

ITEM

Discussion and action regarding Special Event inquiries to the South Padre Island Convention and Visitors Bureau.

ITEM BACKGROUND

I recommend all Special Event inquiries be logged into a roster and the contact information of the event be provided to local businesses upon request. This will allow our local partners the opportunity to host the event at their expense and the CVB Transition Board will assist with marketing efforts.

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: April 10, 2014

NAME & TITLE: Brian Pinkerton, Vice Chairman

DEPARTMENT: Condominium Industry

ITEM

Discussion and action regarding the creation of a subcommittee for website recommendations of SoPadre.com.

ITEM BACKGROUND

The subcommittee will meet regularly to discuss recommendations for enhancements of the SoPadre.com website. The subcommittee will report any recommendations to the Transition Board for review and approval.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: April 10, 2014

NAME & TITLE: Brian Pinkerton, Vice Chairman

DEPARTMENT: Condominium Industry

ITEM

Discussion and action regarding the procedure of the Visitor Guide submissions on SoPadre.com.

ITEM BACKGROUND

When a visitor fills out the online request form for a printed copy of the Visitor Guide, the visitor has the option to select (14) interests on South Padre Island. I recommend the Visitor Guide submission form with its interest(s) be distributed to all businesses in excel format at the beginning of each work day. The local business will be able to reach out to potential visitors with their current promotion and or information.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: April 10, 2014

NAME & TITLE: Brian Pinkerton, Vice Chairman

DEPARTMENT: Condominium Industry

ITEM

Discussion and action regarding the Event Calendar on SoPadre.com website.

ITEM BACKGROUND

I recommend the Event Calendar be utilized by all local businesses for event posting(s). By doing so, our visitor's will have more options of things to do and events to attend. The calendar will be maintained by CVB staff.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: April 10, 2014

NAME & TITLE: Darla Jones, Assistant City Manager

DEPARTMENT: City Manager Office

ITEM

Discussion and action regarding changing the name of the Transition Board back to the Convention and Visitors Authority Board.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

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RECOMMENDATIONS/COMMENTS