

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:

WEDNESDAY, APRIL 30, 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 April 10, 2014 Special Meeting.
5. Discussion and action regarding review of Resolution 2012-10 City Council established minimum attendance requirements for the City of South Padre Island Boards, Commissions and Committee Members.
6. Discussion and action regarding the rules/laws pertaining to a 3rd party requests for tourist information when submitted through the Sopadre.com website.
7. Discussion and action regarding an update on the status of renovation/repairs done to the South Padre Island Convention Centre.
8. Discussion and action regarding a Transition Board Member be appointed to attend the renovation sub-committee meetings concerning the renovation projects proposed for the South Padre Island Convention Centre.
9. Discussion and action regarding the renovation project for the South Padre Island Convention Centre.
10. Discussion and action regarding presentation of 30 minute "South Padre Island TV Show" by 13th Floor.
11. Discussion and action regarding marketing update by Machete.
12. Discussion and action regarding copy and changes to Sopadre.com website.
13. Discussion and action regarding consideration of a funding request for a returning event "Sand Castle Summer Amateur Contest" as it pertains to the 2013/14 budget.

14. Discussion and action regarding consideration of a funding request for a returning event "Fall Concerts on the Bay" as it pertains to 2014/15 budget.
15. Discussion and action regarding sponsorship request from Texas International Fishing Tournament as it relates to the 2014/15 budget.
16. Discussion and action regarding sponsorship proposal for "Padre Island Spring Art & Jazz Festival" as it relates to 2014/15 events marketing budget.
17. Set new meeting date/agenda items for next meeting.
18. Adjourn.

DATED THIS THE 25 DAY OF April 2014.

Rosa Zapata
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 25, 2014, at 10:00 AM 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 30, 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 the Special Meeting held on April 10, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: April 30, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for April 10, 2014 Special 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
Special Meeting
Minutes for April 10, 2014**

I. CALL TO ORDER.

The Convention and Visitors Bureau Transition Board of the City of South Padre Island, Texas held a special meeting on Thursday, April 10, 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: Anne Weiss, Vice-Chair Bryan Pinkerton, Bill Donahue, Terence Chase, Michael Jones
Absent: Arnie Creinin

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

None were given at this time.

IV. APPROVE CONSENT AGENDA.

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

V. Discussion and action regarding funding request for 'One Day On Earth' Film project.

Board Member Donahue motioned to approve the amount of \$2,225.00, seconded by Board Member Weiss. Motion carried unanimously.

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

No action taken. Mary Kay and Dixie will come up with a plan concerning this agenda item.

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

Chairman Cantor made a request to form a sub-committee for the Sopadre.com website. The sub-committee members would be Board Member Valdez, Board Member Creinin, Hershhal Patel, Sean Till, Paul Holthusen IT Director, Cat Lopez with Machete, Inc., Board Member Pinkerton would be the alternate. Board Member Valdez motioned to create a sub-committee for the Sopadre.com website, second by Board Member Pinkerton. Motion carried unanimously.

VIII. Discussion and action regarding the procedure for the Visitors Guide submissions on SoPadre.com.

Board Member Pinkerton motioned, pending rules/laws, for all Visitors Guide submissions be sent to all the private companies. Motion was seconded by Chairman Cantor. Motion carried unanimously.

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

No action taken.

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

After much discussion, Board Member Valdez requested for an attendance roster be provided at the next meeting. Also, evaluate the rules and standard operating procedures concerning minimum attendance requirements. Board Member Valdez made the motion to change the name, second by Chairman Cantor. Motion carried unanimously.

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

Next scheduled meeting will be April 30, 2014 at 10:00 a.m.

XII. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 11:46 a.m.

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

MEETING DATE: April 30, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Transition Board

ITEM

Discussion and action regarding review of Resolution 2012-10 City Council established minimum attendance requirements for the City of South Padre Island Boards, Commissions and Committee Members.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



RESOLUTION 2012-10

A RESOLUTION OF THE CITY COUNCIL ESTABLISHING MINIMUM ATTENDANCE REQUIREMENTS FOR THE CITY OF SOUTH PADRE ISLAND BOARDS, COMMISSIONS AND COMMITTEE MEMBERS; AND REPEALING ALL PRIOR RESOLUTIONS, OR PARTS THEREOF, IN CONFLICT HERewith

WHEREAS, the City Council strongly values citizens serving as members of its boards, commissions and committees. As interested community leaders, citizens provide an important service to the City of South Padre Island through board membership and participation; and

WHEREAS, regular attendance is required by all members of the City of South Padre Island's boards, commissions, committees; and

WHEREAS, the City Council of the City of South Padre Island desires to establish criteria to use in deciding whether to grant a request for excused absence; and


NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS THAT RESOLUTION 2012-10 HEREBY ADD THE FOLLOWING ATTENDANCE REQUIREMENTS OF ALL BOARD, COMMISSION AND COMMITTEE MEMBERS OF:

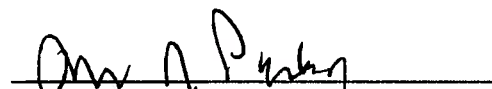
- 1) Absences from any meeting must either be classified as "excused" or "unexcused" by the committee chairman. Members may not accumulate more than three (3) unexcused absences within any twelve month period.
- 2) Any board member who accumulates three (3) unexcused absences within any 12 month period has forfeited his or her place on that board, commission or committee and such place will be considered vacated.

PASSED, APPROVED AND ADOPTED on this 2nd day of May 2012.

ATTEST:

CITY OF SOUTH PADRE ISLAND, TEXAS


Susan M. Hill, City Secretary


Robert N. Pinkerton, Jr., Mayor





South Padre Island
Convention and Visitors Bureau Transition Board
Regular Meeting Attendance Roster

Absent	C. Cantor	B. Pinkerton	R. Valdez	A. Weiss	B. Donahue	A. Creinin	B. Patel
January 24, 2013							X
February 19, 2013				X			
March 27, 2013							X
April 24, 2013							
May 22, 2013					X		
June 26, 2013							
July 24, 2013							X
August 28, 2013	X						
September 25, 2013		X					
October 30, 2013				X			
November 21, 2013							
December 19, 2013							
January 23, 2014			X				
February 26, 2014							
March 27, 2014						X	

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

MEETING DATE: April 30, 2014

NAME & TITLE: Paul Holthusen, Information Services Director

DEPARTMENT: City Hall

ITEM

Discussion and action regarding the rules/laws pertaining to a 3rd party requests for tourist information when submitted through the Sopadre.com website.

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: April 30, 2014

NAME & TITLE: Darla Jones, Assistant City Manager

DEPARTMENT: City Hall

ITEM

Discussion and action regarding an update on the status of renovation/repairs done to the South Padre Island Convention Centre.

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: April 30, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Transition Board

ITEM

Discussion and action regarding a Transition Board Member be appointed to attend the renovation sub-committee meetings concerning the renovation projects proposed for the South Padre Island Convention Centre.

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: April 30, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Transition Board

ITEM

Discussion and action regarding the renovation project for the South Padre Island Convention Centre.

ITEM BACKGROUND

On December 18, 2013, the City Council approved to proceed with the proposal from Broaddus in the amount of \$15,000,000 for the repairs, maintenance, and renovation minus the cost of reimbursement to the City for renovation of the Convention Centre.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Convention Centre Renovation and Expansion Project Timeline

November 16, 2011 – City Council Regular Meeting

Item #6 - Update on work of Convention Centre Expansion Task Force. Cesar Cantor, General Manager of The Pearl and Chairman of the Convention Centre Expansion Task Force gave an update of the progress this task force. Mr. Cantor stated that they were tasked with review of the 2005 C.H. Johnson study and to provide recommendations on or if to proceed with Convention Centre expansion. The Task Force has been meeting every other week since September 14, 2011 and endorses the Johnson Study finds that a larger exhibit hall, additional ballroom and breakout rooms are needed. The Task Force also recommends updating the Johnson Study.

January 4, 2012 – City Council Workshop

Item #5 - Provide guidance to staff regarding the Convention Centre project and updating the South Padre Convention Centre Expansion Feasibility Study. Much discussion ensued with suggestions of expansion of the Convention Centre to building a Convention Center at a location closer to hotels and the beach (amenity). Also discussed was a “Public/Private Partnership”. City Council also felt that an updated feasibility study would be in order before any decisions were made.

January 4, 2012 – City Council Regular Meeting

Item #9a – Discussion and possible action regarding Convention Centre project and updating the South Padre Convention Centre Expansion Feasibility Study. It was decided to table this item to consider if it was the right time for a study.

February 15, 2012 – City Council Regular Meeting

Item #10 - Discussion and action to approve selection of an engineering or architectural firm to perform MEP & Structural Analysis of the Convention Centre and Visitor’s Center; authorize City Manager to negotiate agreement and authorize Mayor to execute agreement. ROFA was selected as the best qualified firm meeting specifications to perform MEP and Structural Analysis of the Convention Centre and Visitor’s Center project

July 18, 2012 – City Council Regular Meeting

Item #16 - Discussion and action to authorize the City Manager to issue a Request for Qualifications (RFQ) for a firm to provide Professional Coordinating Consultant Services in conjunction with expansion and renovation of existing Convention Centre. Authorization was given to the City Manager to issue a Request for Qualifications (RFQ) for a firm to provide Professional Coordinating Consultant services in conjunction with the expansion and renovation project at the existing Convention Centre.

September 19, 2012 – City Council Regular Meeting

Item #14 - Discussion and action to evaluate proposals received from the RFQ's (Request for Qualifications) regarding the Renovation and Expansion of the Convention Centre. Motion was made to negotiate a contract with Broaddus & Associates.

October 3, 2012 – City Council Regular Meeting

Item #7 - Discussion and action to:

- a. Authorize the Mayor to approve a Memorandum of Understanding between the City of South Padre Island and Broaddus & Associates to provide pre-development planning and developer selection services. Memorandum of Understanding was approved between the City and Broaddus & Associates for pre-development planning and developer selection services**
- b. To approve an appropriation of unreserved fund balance in the Hotel Occupancy/Convention Centre Funds in the amount of \$48,000 to fund services to be rendered by Broaddus & Associates. Appropriation of \$48,000 in the Hotel Occupancy/Convention Centre unreserved fund balance was approved to fund the services that will be provided by Broaddus & Associates.**
- c. Appoint two representatives from the City Council to serve on the Convention Centre Planning Group. Mayor Pinkerton and Council Member Sam Listi were appointed to serve on the Convention Centre Planning Group.**

November 7, 2012 – City Council Regular Meeting

Item #7 - Discussion and action to generate a Request for Qualifications/Proposals for the procurement of the following services to be performed in conjunction with the Convention Centre Renovation and Expansion Project:

- a. Geotechnical**
- b. Land Survey**
- c. Construction Manager at Risk (one-step process)**
- d. Delegate the evaluation of proposals to the Convention Centre Planning Group.**

A motion was approved to secure a Request for Qualifications/Proposals for Items 7a, 7b, 7c and 7d.

Item #8 - Discussion and action to appoint an additional member to the Convention Centre Expansion Task Force. Council Member Bob Fudge was appointed to the Convention Centre Expansion Task Force.

December 5, 2012 – City Council Regular Meeting

Item #10 – Project update and public discussion regarding the proposed additions and renovations to the South Padre Island Convention Centre. Diana Bravo-Gonzalez from Broaddus and Associates gave a short project update stating that they are in the planning stages and have advertised for proposals which they have received response from 9 architects, 10 contractors and 2 geotech firms. Broaddus will review with the committee to discuss ranking on these firms and make a recommendation to the City Council for their approval.

Item #11 – Discussion and action to authorize the City Manager to execute Exhibit A (Task Order #3) of the HDR Contract dated June 16, 2010 and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$21,687.50 in line item 06-565-0530 (professional services) to conduct a wetland determination in conjunction with the Convention Centre Renovation and Expansion Project. Approval was given to authorize the City Manager to execute exhibit a (task order #3) of the HDR contract dated June 16, 2010 and allocate unrestricted reserves in the Hotel Motel/Convention Center funds and budget \$21,687.50 to conduct a wetland determination in conjunction with the Convention Center renovation and expansion project.

Item #12 – Discussion and action to authorize the City Manager to execute an agreement with Gonzalez Engineering & Surveying, Inc. and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$10,290.00 in line item 06-565-0530 (professional services) to conduct a Boundary and Topographic Survey including elevations in conjunction with the Convention Centre Renovation and Expansion Project. Approval was given to authorize the City Manager to execute an agreement with Gonzalez Engineering & Surveying, Inc. and allocate unrestricted reserves in the Hotel Motel/Convention Center funds and budget \$10,290.00 to conduct a boundary and topographic survey including elevations in conjunction with the Convention Center renovation and expansion project.

Item #13 – Discussion and action to authorize the City Manager to repair the Convention Centre roof including the skylights and allocate unrestricted reserves in the Hotel Motel/Convention Center funds and if the costs exceed \$50,000, to advertise for bids. Approval was given to authorize the City Manager to repair the Convention Center roof including the skylights and allocate unrestricted reserves in the Hotel Motel/Convention Center funds and if the costs exceed \$50,000, to advertise for bids.

December 19, 2012 – City Council Regular Meeting

Item #14 - Discussion and action to receive a recommendation from the Convention Centre Planning Group regarding their evaluation of the Request for Qualifications/Proposals and to select a firm for the provision of the following services to be performed in conjunction with the Convention Centre Renovation and Expansion Project:

- a. **Geo Technical - retain Terracon as the Geo Technical firm**
- b. **Architect / Engineer – No action taken**
- c. **Construction Manager at Risk (one-step process) – No action taken**

January 9, 2013 – City Council Regular Meeting

Item #6 - Update and public discussion regarding Convention Centre Renovation and Expansion project. A brief update was given – still in the pre-project planning stage, entering into the procurement phase.

Item #7 – Discussion and action to receive a recommendation from the Convention Centre Planning Group regarding their evaluation and interview and to select a firm to provide the following services to be performed in conjunction with the Convention Centre Renovation and Expansion Project:

- a. **Architect / Engineer** - accepted recommendation from the Convention Centre Planning Group to select and negotiate a contract with Gignac Architects (in association with TVS Design Consultants).
- b. **Construction Manager-at-Risk (one-step process)** - accepted the recommendation from the Convention Centre Planning Group to select and enter into contract negotiation with Spaw-Glass Construction

January 23, 2013 – City Council Regular Meeting

Item #9 - Discussion and action to amend the Memorandum of Understanding with Broaddus & Associates to continue working on the tasks associated with Phase I (pre-development planning phase) and to approve implementation of Phase II (project development and construction) with compensation on a month-to-month basis for an approximate cost of \$25,000 per month and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$225,000. This item was pulled.

January 28, 2013 – Town Hall Meeting

A Town Hall Meeting was held at the Hilton Garden Inn to discuss all aspects of the Convention Centre Expansion Project including, but not limited to design, cost and financing, planning strategies, legalities.

February 6, 2013 – City Council Regular Meeting

Item #7 – Discussion regarding holding an election regarding the Convention Centre Renovation Project. It was noted that if pledging property taxes, would definitely put it to a vote. It was the consensus that property taxes were not to be pledge, rather Hotel Motel Occupancy Tax fund be used which would not constitute holding an election as it is a non-binding referendum.

Item #8 – Update and public discussion regarding Convention Centre Renovation and Expansion project. City Manager Joni Clarke informed the Council that a lot of information has been posted on the website.

Item #9 – Discussion and action regarding the Convention Centre Renovation and Expansion Project design/construction approval process/responsibility matrix. Approved was the process/responsibility matrix of the Convention Centre Renovation and Expansion Project with the revision of moving the Planning Committee responsibilities to the Transition Board.

Item #10 – Discussion and action to amend the Memorandum of Understanding with Broaddus & Associates to continue working on the tasks associated with Phase I (pre-development planning phase) and to approve implementation of Phase II (project development and construction) with compensation on a month-to-month basis for an approximate cost of \$25,000 per month and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$225,000. Approved was a month to month continuation of Memorandum of Understanding with Broaddus & Associates at an approximate cost of \$25,000 per month; allocation of \$225,000 from the Hotel Motel/Convention Centre unrestricted reserves; and the implementation of Phase II (Project Development and Construction).

February 20, 2013 – City Council Regular Meeting

Item #11 – Discussion and action to authorize the Mayor to approve the contract with Gignac & Associates for Architect/ Engineer services for the Convention Centre Renovation & Expansion Project and to allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$315,000. Approved was contract with Gignac & Associates for Architect/Engineer Services and allocation of \$315,000 from unrestricted Hotel/Motel Tax fund reserves for the Convention Centre Renovation & Expansion Project.

Item #12 – Discussion and action to authorize the Mayor to approve the contract with SpawGlass for Construction Manager at Risk services for the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$23,000. Approved was contract with SpawGlass for Construction Manager at Risk services and allocation \$23,000 from unrestricted Hotel/Motel Tax fund reserves.

March 6, 2013 – City Council Regular Meeting

Item #6 – Update and discussion regarding the Convention Centre Renovation and Expansion Project. Diana Bravo-Gonzalez of Broaddus & Associates gave a brief update regarding the Convention Centre Renovation and Expansion Project and also stated that the master plan and conceptual design sketches are in progress.

April 3, 2013 – City Council Regular Meeting

Item #7 – Update and public discussion regarding Convention Centre Renovation and Expansion project. Diana Bravo Gonzalez gave a brief update and outlined the proposed schedule for the Schematic Design Phase.

Item #8 – Discussion and action to authorize the City Manager to approve the contract with Terracon Consultants, Inc. to perform an assessment regarding the source and pathway of leaks (primarily the walls) and to provide remedial recommendations for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Centre Funds and budget \$14,800. The City Manager was authorized to approve contract with Terracon Consultants and allocate unrestricted reserves in the amount of \$14,800

Item #9 – Discussion and action to authorize the City Manager to approve the contract with SpawGlass to provide water infiltration repairs for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$136,291. This item was pulled.

April 17, 2013 – City Council Regular Meeting

Item #6 - Presentation by Charlie Johnson and, discussion and action regarding the City of South Padre Island's updated feasibility study (Johnson Report) as part of the Convention Centre Renovation & Expansion Project. This item was postponed to the May 1, 2013 City Council meeting due to travel complications for Charlie Johnson who will be presenting the Johnson Study update.

May 1, 2013 – City Council Regular Meeting

Item #6 – Update and public discussion regarding Convention Centre Renovation and Expansion Project. Diana Bravo-Gonzalez with Broaddus & Associates gave a brief update regarding the Convention Centre Renovation and Expansion Project. Diana stated that they have been three times with the Transition Board regarding the schematic and master plan. Broaddus will then create some options for City Council consideration.

Item #7 – Discussion and action regarding the recommendation from the Convention and Visitors Transition Board on the Convention Centre Expansion. Authorization was given to Broaddus & Associates to prepare two options in the schematic phase which will be brought before City Council on the May 15, 2013 meeting date.

Item #8 – Discussion and action to authorize the City Manager to approve the contract with Spaw Glass to provide the necessary work (up to 12 wall openings) associated with water testing for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$15,483. Approval of contract with Spaw Glass was given for the water testing at the Convention Centre and allocate unrestricted reserves in the amount of \$15,483.

May 15, 2013 – City Council Regular Meeting

Item #7 – Discussion and action to authorize a request for a two-step process of solicitation for a hotel developer in partnership with Cameron County to develop a convention center

hotel in conjunction with the Convention Centre Renovation and Expansion Project, subject to successful negotiations with Cameron County. Approval was given to move forward with the project and to go out for Request for Qualifications (RFQ) for the solicitation of a hotel developer to develop a Convention Center hotel in conjunction with the Convention Centre Renovation and Expansion Project.

Item #8 – Presentation, discussion and action pertaining to the South Padre Island’s Convention Centre Renovation & Expansion Project.

- a. **Presentation by Gignac Architects and TVS regarding the Schematic Design.** Kevin Gordon, with TVS Design, gave a presentation regarding the schematic design for the Convention Centre Renovation & Expansion project and gave different scenarios based on perceived priorities for the renovation and/or future expansion needs.
- b. **Discussion and action to provide direction to Gignac Architects and TVS regarding the completion of the Schematic Design.** Directive was given to the Convention Center Transition Board to review and make a recommendation to the City Council of which priority to proceed with regarding the completion of the schematic design.

June 5, 2013 – City Council Regular Meeting

Item #6 – Update and public discussion regarding the Convention Centre Renovation and Expansion project. Diana Bravo-Gonzalez of Broaddus & Associates gave a brief overview on the Convention Centre Renovation and Expansion Project. Diana also gave an update on the Schematic Design Phase schedule which includes recommendations from the Transition Board, completion of the Schematic Design deliverables and then City Council approval to proceed with design development. Design Development stage consists of construction documents to be completed sometime in December with construction estimated to begin February 1st and completion in August 2015.

Item #7 – Presentation, discussion and action pertaining to the South Padre Island’s Convention Centre Renovation & Expansion Project.

- a. **Discussion and action regarding the Convention and Visitors Transition Board’s design recommendations.** Approved was the acceptance of the Convention and Visitors Transition Board recommendation of Option 3 (Scheme 3) for further development into the final schematic design package which includes 15,000 square foot sub dividable ballroom, 18,000 square foot exhibit hall expansion, partial bay front concourse, renovation of existing facility and 554 surface lot parking.
- b. **Discussion and action to provide direction to Gignac Architects and TVS regarding the completion of the Schematic Design.** Approval was given to direct Gignac Architects and TVS to move forward with the completion of the schematic design using Option (Scheme) 3.

July 3, 2013 – City Council Regular Meeting

Item #6 – Presentation, discussion and action regarding the assessment performed by Terracon, Inc. to determine the source and pathway of leaks and to provide remedial recommendations for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project. Diana Bravo-Gonzalez gave a brief synopsis of the assessment performed by Terracon, Inc. and its findings. No action was taken.

July 17, 2013 – City Council Regular Meeting

Item #9 – Presentation, discussion and action pertaining to the South Padre Island's Convention Centre Renovation & Expansion Project including: (Pinkerton)

- a. **Presentation regarding an update on the South Padre Island's Convention Centre Renovation & Expansion Project including revised Project Timeline and the Deliverables regarding the Schematic Design. Diana Bravo-Gonzalez gave an update on the Convention Centre's Renovation and Expansion Project.**
- b. **Discussion and action regarding obtaining the necessary approval from the Cameron County Engineer and the Cameron County Parks Director as required in Section IV, paragraph C, page 6 of Lease Agreement approved on August 30, 1990. Approval was given to proceed with obtaining approval from Cameron County Engineer and Parks Director as stipulated in the lease agreement approved on August 30, 1990.**
- c. **Discussion and action regarding whether to proceed with a request to amend and/or extend the current Lease Agreement between the City of South Padre Island and Cameron County dated August 30, 1990. Discussion held, no action taken.**
- d. **Discussion and action whether to proceed with a request for a two-step process of solicitation for a hotel developer in partnership with Cameron County to develop a convention center hotel in conjunction with the Convention Centre Renovation and Expansion Project. Discussion held, no action taken.**
- e. **Discussion and action to proceed with the Convention Centre Renovation and Expansion Project to include approval to proceed to the design development and construction document design phases of work and funding requirements with the remaining estimated fees broken down by Renovation and/or Expansion. It was approved to move forward with the design development and construction document design phases using Option 3 which includes renovation of exhibit hall, meetings rooms, kitchen, administration, lobby, storage, restrooms and new construction to include ballroom and bay front concourse with projected cost of approximately \$26 million.**
- f. **Discussion and action regarding the issuance of revenue bonds to be paid with Hotel Occupancy Tax to finance the Convention Centre Renovation and Expansion Project. Approval was given to proceed with the issuance of revenue bonds – it was pointed out that this was not a commitment, but an approval to move forward towards a commitment.**

August 7, 2013 – City Council Regular Meeting

Item #6 – Presentation, discussion and action regarding the South Padre Island’s Convention Centre Renovation & Expansion Project including: This item was tabled

- a. **Presentation regarding an update on the South Padre Island’s Convention Centre Renovation & Expansion Project.**
- b. **Discussion and action regarding the scope of work for the South Padre Island’s Convention Centre Renovation & Expansion Project.**
- c. **Discussion and action to proceed with Design Development regarding Convention Centre Renovation and Expansion Project to amend the budget by allocating unrestricted reserves in the Hotel Motel/Convention Center Funds and budget not to exceed \$431,608 in line item 06-565-0530 professional services.**
- d. **Discussion and action regarding the City Council’s decision on how to proceed with the development of construction documents pertaining to the Convention Centre Renovation and Expansion Project at a maximum projected cost of \$1,230,116.**
- e. **Discussion and action regarding a proposal from Terracon for Geotechnical Engineering Services for Construction Materials Testing and authorize the City Manager to execute the agreement and amend the budget for soil testing for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$25,000 in line item 06-565-0530 professional services.**
- f. **Discussion and action regarding Resolution No. 2013-15 Expressing Official Intent to Reimburse with Tax Exempt Obligation Proceeds Costs Associated with Renovating, Expanding and Improving the City’s Convention Centre Facilities.**

August 15, 2013 – Joint Special Meeting with City Council and Convention Center Transition Board

Item #4 – Presentation, discussion and action regarding the South Padre Island’s Convention Centre Renovation & Expansion Project including:

- a. **Presentation regarding an update on the South Padre Island’s Convention Centre Renovation & Expansion Project. Diana Bravo-Gonzalez of Broaddus & Associates, along with Charlie Johnson, Raymond Gignac, representatives from TVS Design Architects and SpawGlass, gave a presentation and update on the renovation/expansion of the Convention Centre.**
- b. **Discussion and action regarding the scope of work and cost/benefit analysis for the South Padre Island’s Convention Centre Renovation & Expansion Project to include the following options:**
 1. **Renovation Only – projected project cost of \$14,592,865**

2. **Renovation with Ballroom and Bay Front Concourse– projected project cost of \$ 23,860,840**
3. **Renovation with Expansion to Include Ballroom, Expanded Exhibit Hall, Bay Front Concourse – projected project cost of \$30,575,000**
4. **Other Options**
 - **Add Bay Front Terrace – projected project cost of \$1,071,000**
 - **Any other options**

CVTB Chairman Cesar Cantu made a motion, seconded by CVTB Board Member Bryan Pinkerton to approve the renovation of existing facility, upgrade the existing exhibit hall, add a 20,000 square foot ballroom with a partial bay front concourse. Motion passed on a 5 to 0 vote with Board Member Barry Patel abstaining from the vote.

Council Member Listi made a motion to approve the renovation of the existing Convention Centre, add a partial bay front concourse with a new ballroom, not to exceed 20,000 square feet and upgrade the existing exhibit hall.

- c. **Discussion and action to proceed with Design Development regarding Convention Centre Renovation and Expansion Project to amend the budget by allocating unrestricted reserves in the Hotel Motel/Convention Center Funds and budget not to exceed \$431,608 in line item 06-565-0530 professional services.** Council Member Listi made a motion, seconded by Council Member Evans to proceed with the design development and amend the budget by allocating unrestricted Hotel Motel/Convention Centre reserve funds not to exceed \$431,608.
- d. **Discussion and action regarding the City Council’s decision on how to proceed with the development of construction documents pertaining to the Convention Centre Renovation and Expansion Project at a maximum projected cost of \$1,230,116.** This item was tabled
- e. **Discussion and action regarding a proposal from Terracon for Geotechnical Engineering Services for Construction Materials Testing and authorize the City Manager to execute the agreement and amend the budget for soil testing for the Convention Centre building as part of the Convention Centre Renovation & Expansion Project and allocate unrestricted reserves in the Hotel Motel/Convention Center Funds and budget \$25,000 in line item 06-565-0530 professional services.** Motion was made to approve agreement with Terracon for Geotechnical Engineering services for construction materials testing not to exceed \$20,000.
- f. **Discussion and action regarding Resolution No. 2013-15 Expressing Official Intent to Reimburse with Tax Exempt Obligation Proceeds Costs Associated with Renovating, Expanding and Improving the City’s Convention Centre Facilities.** Resolution No. 2013-15 was approved by City Council on a 5 to 1 vote.

August 21, 2013 – City Council Regular Meeting

Item #8 – Discussion and action regarding scope of work and total projected cost for the South Padre Island’s Convention Centre Renovation & Expansion Project to include:

- **20,000 square foot Ballroom**
- **Partial Bay Front Concourse**
- **Redesign Catering Kitchen that can service both the Ballroom and Exhibit Hall**

- **Upgrade Exhibit Hall (no expansion)**
- **Renovation of Entire Facility**
- **Bay Front Terrace (alternate)**

A motion was approved to move forward with the Convention Centre Renovation & Expansion Project to include a 20,000 square foot ballroom, partial bay front concourse, redesign of catering kitchen, upgrades only to exhibit hall, and renovation of entire facility with the projected cost of \$25 million.

September 4, 2013 – City Council Regular Meeting

Item #7 – Update and discussion regarding Convention Centre Renovation Project. Darla Jones gave a brief update stating that after a conference call with our financial advisors, who will prepare a schedule, and if all goes as planned the projected cost will be 27.5 million in bonds and anticipate receipt in December 2013.

October 16, 2013 – City Council Workshop with the Convention & Visitors Transition Board

Item #4 – Discussion regarding Design Development Phase progress for the Convention Center Renovation and Expansion project. Raymond Gignac of Gignac & Associates, Emery Leonard of TVS Design, Diana Bravo-Gonzalez of Broaddus & Associates and several others were on hand to give an overview of the interior design concept of the design development phase for the Convention Center Renovation and Expansion Project.

October 16, 2013 – City Council Regular Meeting

Item #6 – Discussion and action regarding extension of Broaddus and Associates' contract/Memorandum of Understanding (MOU). Approved was the extension of the Broaddus and Associates contract/Memorandum of Understanding.

November 6, 2013 – City Council Regular Meeting

Item #6 - Update and discussion regarding the Convention Centre remodel/expansion project. Diana Bravo-Gonzalez of Broaddus & Associates gave an update regarding the Convention Centre remodel/expansion project adding that the Design Development Phase should be complete by November 18, 2013.

Item #7 – Discussion and action regarding budget amendment for the Design Development Phase of the Convention Centre remodel/expansion project. A budget amendment was approved in the amount of 431,608 for the design development phase of the Convention Centre remodel/expansion project.

November 13, 2013 – City Council Special Meeting

Item #6 – Discussion and action on the Convention Centre renovation and expansion. Mayor Pinkerton stated that after giving a lot of thought regarding the expansion portion of the

project, that it appeared there isn't a will to move forward and spend the money to go after group business, it seems that this is something that people don't want – they prefer to go in a different direction and suggested that we just do the renovation only.

Gilbert Gallegos from Broaddus & Associates, upon direction from the Mayor, gave a presentation on renovation schematics to the Convention Centre which included repairs/replacements to the exterior building, glazing, skylight, lobby canopy, mechanical/plumbing, parking lot and lighting.

Council Member Patel then made a motion, seconded by Council Member Bagley to form a subcommittee of staff, Council representation and certified professionals in the field to come up with a plan for repair, maintenance and renovation to the Convention Center and make their recommendation within 30 days to the City Council, as well as, proceed with repairs of the facility with a list that will be compiled; start putting together an alternative renovation plan in conjunction with Convention Center staff, meeting planners, City Council, and interested parties; put on hold indefinitely the \$27.5 million expansion and \$15 million renovation as presented to date. Motion carried unanimously.

December 18, 2013 – City Council Regular Meeting

Item #8 – Discussion and action regarding recommendations from subcommittee on Convention Centre repairs, maintenance and renovation. After much discussion and presentation from the Broaddus group, Mayor Pinkerton made a motion, seconded by Council Member Listi to proceed with the proposal from Broaddus in the amount of \$15,000,000, minus the cost of reimbursement to the City, for renovation of the Convention Centre.

January 15, 2014 – City Council Regular Meeting

Item #6 – Update and discussion regarding Convention Centre Renovation Project. Diana Bravo-Gonzalez of Broaddus & Associates gave a brief update regarding the Convention Centre Renovation project. A workshop was suggested for the near future.

February 17, 2014 – City Council Workshop

Item #4 – Discussion regarding Convention Centre Renovation Project. A lengthy discussion was held regarding the Convention Centre. Representatives from, Broaddus & Associates, Gignac & Associates, SpawGlass Construction, Terracon, Inc. and Green Rubiano & Associates were on hand to explain and answer questions regarding the repair and renovation of the Convention Centre. Mike Alex, ROFA, explained the full extent of damages that Hurricane Dolly made to the Convention Centre, along with mitigation and the 2012 facility assessment.

Some points that were discussed included:

- Dolly Repairs
- Existing Facilities Needs Assessment
- Limited Building Enclosure Assessment

- Project Delivery Method
- Construction Manager at-Risk selection Project
- Scope for Renovation which largely included structural and system scopes and costs.

February 19, 2014 – City Council Regular Meeting

Item #10 – Discussion and action to rescind the action taken at the December 18, 2013 meeting of the City Council to approve the \$15 million renovation plan for the Convention Centre. Motion to approve failed.

Item #11 – Discussion and action to move forward with drawing up a plan to carry out vital routine maintenance of the Convention Centre in conjunction with Convention Centre staff and City Staff. Motion was approved to put together a group to work with the Convention Centre Maintenance staff to come up with a plan for some of the vital routine maintenance at the Convention center and bring it to City Council as soon as possible.

March 4, 2014 – City Council Regular Meeting

Item #4 - Discussion and action to refine the scope and sequence of the Convention Centre Renovation Project by identifying and prioritizing suggested Convention Centre renovation, repair, replacement, and/or maintenance projects. Motion was approved to begin immediate maintenance on the parking, landscaping, sandblasting and refurbishing metals, replacing four air conditioning units, repairing the roof in the lobby, provide exterior solar lighting and landscaping lighting up to a cost of \$1,000,000 and concurrently develop a plan to address structural issues related to the exterior skin, glazing and stucco within 90 days and bring it back to City Council.

Item #5 - Discussion and action to finalize scope and sequence of the Convention Centre Renovation Project by identifying the funding strategies and a timeline for the Convention Centre renovation, repair, replacement and/or maintenance issues. A motion was approved to appoint Council Member Barry Patel, Council Member JoAnn Evans, Finance Director Rodrigo Gimenez and the Convention Center Maintenance staff to work on a plan for the repair of exterior skin, glazing and stucco and the funding of that plan.

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

MEETING DATE: April 30, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Transition Board

ITEM

Discussion and action regarding presentation of 30 minute "South Padre Island TV Show" by 13th Floor.

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: April 30, 2014

NAME & TITLE: Cesar Cantor, Chairman

DEPARTMENT: Transition Board

ITEM

Discussion and action regarding marketing update by Machete.

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: April 30, 2014

NAME & TITLE: Paul Holthusen , Information Services Director

DEPARTMENT: City of South Padre

ITEM

Discussion and action regarding copy and changes to Sopadre.com website.

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: April 30, 2014

NAME & TITLE: Mayra Nuñez, Convention Services

DEPARTMENT: CVB

ITEM

Discussion and action regarding consideration for funding request for returning event "Sandcastle Summer Contest Series 2014".

ITEM BACKGROUND

1st Annual Sandcastle Summer Contest Series 2013 consisted of 6 qualifying contests hosted at: Isla Grand, La Copa, The Pearl, La Quinta, Hilton, Boomerang Billy's, & Clayton's. The championship was held at Clayton's.

BUDGET/FINANCIAL SUMMARY

#02-593-8075 (*City Festival/Sandcastle Events*)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**1st Annual Sandcastle Summer Contest Series passed on 5/22/2013 by Transition Board
This event is not a budgeted item in our current 2013/2014 budget.**

SPECIAL EVENT FUNDING REQUEST Please attach the following:

Event summary Funding Request \$ \$10,200
Organization sandy feet sand castle services

Basic proposed event budget Marketing Summary (how, when, where will you market this event)
 final income/expense (recurring events)

Contact name Lucinda Wierenga
Address p.o. box 2694
City: SPI State:TX zip: 78597

Phone 956-459-2928 Email: spisandy@gmail.com

Event Title Sandcastle Summer Contest Series 2014

Event/Proposed Date(s) 7 days throughout the summer

Location(s) of event: Various SPI beaches Recurring Event New Event

Estimated attendance __6000-10000
Estimated room nights __hundreds

Please list other (proposed) cash or in-kind sponsors. You may attach list.

__See attached \$_____ _____ \$_____

_____ \$_____ _____ \$_____

_____ \$_____ _____ \$_____

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Thank you for your application!

*Proof of insurance may be required prior to processing check for funding

Determined by City of South Padre Island

Modified: April 24, 2014 at 10:58 AM



SPI Sandcastle Summer Contest Series

In 2013, the town of South Padre Island funded the first-ever SPI Sandcastle Summer Contest Series. Hosted at various properties throughout the summer, Sandy Feet Sandcastle Services provided a cartload of equipment, 2-3 professional sculptors who built demo castles, led the workshops and ran the contests. Though the first contest at Boomerang Billy's was sharply curtailed by rain, the remaining 6 events went off without a hitch. All six winning teams - some from as far away as Oklahoma City and Austin - came back to compete in the championship the last weekend in Aug., building truly impressive pieces. Many of these talented amateurs returned to compete in the open category of Sand Castle Days, reflected in the ever higher quality of building skills in that contest.

Hoping to build upon the success of last year, I would like to revisit and perhaps even expand upon this series in 2014. With the lessons I learned from last year and greater lead time, my goals in 2014 would include the involvement of even more more participants and lead to a bigger end of summer championship, which could occur the same weekend as SPIbeerfest. (I think the two events could prove to be quite complimentary! ;-)

Sandy Feet Sand Castle Services proposes 6-10 amateur sandcastle contests hosted at or by different rental properties throughout the summer of 2014, the winners of which would be invited to return to compete in the grand championship the weekend of Aug. 23.

Sand Castle Summer 2013 Numbers

Number of contests held: 7 (6 qualifying and 1 championship)

Number of hosting properties: 7 (Isla Grand, La Copa, The Pearl, Boomerang Billy's, La Quinta, Hilton Garden Inn, and Clayton's)

Number of active participants: Approx. 200 competitors, probably twice that many workshop participants, and thousands of spectators

Cost to the city: \$10,200

Paid to the Sculptors who built the sculptures and ran the contests: \$7700

Administrative: \$500

Amount of Prizes paid to the competitors: \$2000

Amount of fun had by all involved: Immeasurable

TimeLapse Video of the July 23 Demo/Contest held at LaQuinta: <http://youtu.be/-3iNQ0h7wxw>

Program:

8 AM: Two master sculptors arrive and start a demo sculpture featuring the host property's logo and a big happy sandcastle - crowds gather. Work on sculpture is ongoing throughout the day.

11 am -1pm: Free sandcastle workshops for anyone who is interested. We provide all necessary equipment for workshops and contests, encouraging adults and kids to work together to create large and impressive sculptures. The workshops are open to all, but only registered teams get a marked-off plot and qualify to win the contest.

Registration: Free to first 8 teams to sign up

1 PM -3 PM Contest - master sculptors help, suggest and encourage.

3 PM: judging (by panel chosen from spectators? Property owners/managers?)

3:15: Awards presentation. Photos posted on website, promotion of next scheduled contest location

Prizes: First place will be a complimentary room Aug. 22-24 at the host property (or some other property donation, solicited by the host property) -- 2nd place could be meals, 3rd could be goody bags with SPI T-shirts, sandcastle books, medals made from plastic shovels, etc. etc.

Beach is cleared of all but the sculpture by 4 PM.

Promotion/Marketing

This series of contests is targeted at the same families that enjoy sandcastle lessons on SPI. Last year's participants were primarily family groups from all over Texas and OK as well as the Rio Grande Valley. We discovered that a first place prize of free accommodations for a return trip to SPI late in the summer was very good incentive to compete, and all of our winners came back, bringing family and friends to cheer them

on at the championship.

In 2013 the city placed ads in local publications, printed event posters and posted SPI feathers at each of the events; I believe that was the extent of its marketing efforts. In 2014, I would like to see all this plus rack cards showing contest dates and locations. I would like to see the series promoted on sopadre.com. I will continue to post updates on the sandcastledays FaceBook Page as well as SPIONline.com and SandcastleCentral.com.

Aug. 23 Championship

Bring the winners back for the Grand Championship. This is the same weekend as SPIBeerfest so events could be jointly promoted - the demo sculpture could even have a beer theme!

6-8 hr competition at Clayton's with competitors given sand piles, hoses and forms (we again provide all the equipment and build an exhibition sculpture.) Prizes are substantial and distributed among all the competitors with a total prize package of \$2000.

This event could be pumped up with the inclusion of additional sand activities such as big demo sculpture; sandball toss; speed carving exhibitions; "photo op" sculptures (built and customized by local sculptors), etc. If the city decides to fund this series in 2014, I will actively solicit local sponsorship of ancillary attractions the day of the championship.

FAQ

Why would people participate? Lessons are popular, and the prospect of a free one will drive participants to seek these out, particularly if they are promoted all over the place. Workshops immediately preceding the contest will help give contestants confidence to register and enter. Free accommodations over the championship weekend will provide good incentive to compete.

Why would properties participate? Get traffic to their beaches/amenities; advertise a special event on their property; photo of their logo on a pretty castle carved right on their beach; no cash outlay (just have to donate prizes for winners). This year I would like to open up participation possibilities to interior and bayside rental properties as well - the contest can be held on the beach and date of their choosing.

How to promote? Websites, FB, Twitter, Posters, flags, banners and rackcards

Quality of sculptures? Because we will be providing professional equipment (forms, long-handled shovels, advanced carving tools) and the instruction on using it, the host property can expect to see large and relatively high-quality sculptures on their beaches that could last for a couple days, even untreated. (visit <http://www.flickr.com/photos/sandyfeet/sets/72157632887123119/with/3826382439/> for a gallery of photos showing what a family can do with 1-2 hours of instruction from sandy feet.)

Dates- Weekends? or weekdays, if some properties think their beaches are crowded enough on weekends and would like to boost traffic on slower days of the week. As long as the schedule is posted everywhere, the day of the week doesn't really matter, though participation might be enhanced by weekend scheduling. Last year we restricted scheduling to one contest a week, and the weeks would be available to hosting properties on a first come, first served basis.)

Summary

City's Responsibilities

- include schedule in all town marketing starting asap
- \$1200 per sanctioned contest (x 6 = \$7200, x 10 = \$12,000)
- \$2000 promotional funds (recommended)
- \$3000 Admin and prize fees for Aug. 23 Championship
- city flags posted on beach the morning of contest days
- Assistance with creating sand piles for championship contest, beach permitting and management, etc.

Sandy Feet Sandcastle Services' Responsibilities

- solicitation of host or sponsoring properties and providing schedule to city ASAP
- providing two qualified sculptors/instructors for each contest date
- championship contest organization and administration
- organization of any additional sand/beach activities for which we are able to find sponsors
- promotion on FaceBook and other online entities

Host Properties' Responsibilities

- promote their specific date in all marketing materials
- display posters of all contest dates
- provide prizes for top three sculptures at their contest, with 1st prize being Aug. 22-24 weekend accommodations and whatever else they wish to throw in

-
- Judging of contest (with guidance and assistance of contest organizers, if desired)

Thank you for your consideration!

sandy feet sandcastle services
Final Income/Expense Report - Sandcastle Summer Contest 2014

Total Income

from South Padre Island	\$10,200	
	Total:	\$10,200

Total Expenses

administrative	\$500.00	
prize money for championship	\$2000.00	
paid to sculptor/instructors	\$7700.00	
	Total:	\$10,200

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

MEETING DATE: April 30, 2014

NAME & TITLE: Mary Kay Hancock, Special Events Coordinator

DEPARTMENT: Convention Centre

ITEM

Discussion and action regarding consideration of a funding request for a returning event "Fall Concerts on the Bay" as it pertains to 2014/15 budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

2014 Fall Festival Series Budget

Per Event Budget

Entertainment

Bands	\$2,500.00	
Bounce House	\$80.00	
	<u>\$2,580.00</u>	<u>\$2,580.00</u>

Productions

Stage	\$1,800.00	
Sound	\$900.00	
Lights	\$350.00	
Two Generators	\$350.00	
Stage Hands	\$400.00	
Booking Fee	\$400.00	
	<u>\$4,200.00</u>	<u>\$4,200.00</u>

Hotel Rooms

Bands/crew	\$600.00	
	<u>\$600.00</u>	<u>\$600.00</u>

Total Cost per event night	\$7,380.00	
		x18
Cost for 18 nights	<u>\$132,840.00</u>	

What we can do to Reduce cost in 2014

Production Discount:	-10,000
Lodging provided by Island Hotels	-10,800
Possible beer and Liquor Sponsors	-10,000

Cost to City

\$102,040.00

Eighteen Free Concert Nights!

Description: Friday Sept. 5th to Nov. 9th, Free Admission weekend Concerts in the South Padre entertainment district, featuring regional acts. Music including Americana, Reggae, Country, Funk, Blues, Steel, Brass, Latin, Polka, and a little rock. Two bands per night. Music from 7pm to 10pm.

Dates: 9/5, 9/6, 9/12, 9/13, 9/19, 9/20, 9/26, 9/27, 10/3, 10/4, 10/17, 10/18, 10/25, 10/26, 10/31, 11/1, 11/8, 11/9.

Talent budget: average \$2,500 per event night (18 events) Total \$45,000



Possible Bands:

Patricia Vonne, Vallejo, John Gaar Band, Beto Y Los Fairlanes, Carolyn Wonderland, Cindy Cashdollar, Jake Andrews, Del Castillo, Guy Forsyth, Marshall Ford Swing Band, Patrice Pike, Los Texmaniacs, Brave Combo, Joe King Carrasco, Alex Marley, Malford Milligan, Two Tons of Steel, Dr. Zog, Inner City All-Star Brass Band, Rebirth Brass Band, Sam Riggs Band, Blue Edmondson, Kyle Bennet, The Bellmen, Jean-Pierre & The Zydeco Angels, Omar & The Howlers, Doug Kershaw, Jimi Berg Band, Charlie Hurtin and the Hecklers, Charles Tibedeaux, The Movement, Eleven Finger Charlie, Akina Adderley & the Vintage Playboys, The Eggmen, Nathan & The Zydeco Cha Chas, One Step Program, John Garza Band, Carlton Pride, Jenna McDaniel, Frank Gomez, DaHeBeGeBees, Whisky Sisters, Groupo Fantasma, Sneak Attack, Bongodogs, SaraBeth, Michael Lafferty Band, Nakia, Stone Free, The Brew, Pelican West, Connectors, Mingo Fish Trap, Ginger Leigh, The Band of Heathens, Meagan Tubb & Shady People, The Gords, Paula Nelson, Warren Hood, The Rankin Twins, Whiskey Shivers, Black Joe Lewis, The Octopus Projects, Okkervil River, White Denim, White Ghost Shivers, The Black & White Years, Shearwater, Ruthie Foster, Eric Tessmer, Brownout, Gina Chavez, Vitera, Gina Chavez, El Tule, The Whiskey Sisters, The Wheeler Brothers, Uncle Lucius, Alejandro Escovedo, and more.



Budget for Band/crew Hotels per event: \$600 per event (18 events) Total \$10,800

Budget for Productions

Includes Talent booking, outdoor Stage, Sound for 1,000 people, Lights, Stage Hands, and a generator. \$4,200 per event (18 events) Total \$75,600

Budget for Free Kids Moon Walk: \$90 per night. Total \$1620



**Discounts: -10,000 Production Cost,
-10,800 Lodging Sponsors, -10,000 Sponsors**

Total Cost: \$102,040.00

Also Provided by the City of South Padre:

Marketing, police services, permits, street closures, clean up and trash services

Marketing in addition to city of South Padre Marketing:

- 1) Posters provided by L&F Distributing**
- 2) Social media promotion on the internet**

Recap From 2013:

With an average of 400 in attendance each night for 17 nights we had an attendance of almost 7,000 people the first year!

We got you out Dancing!



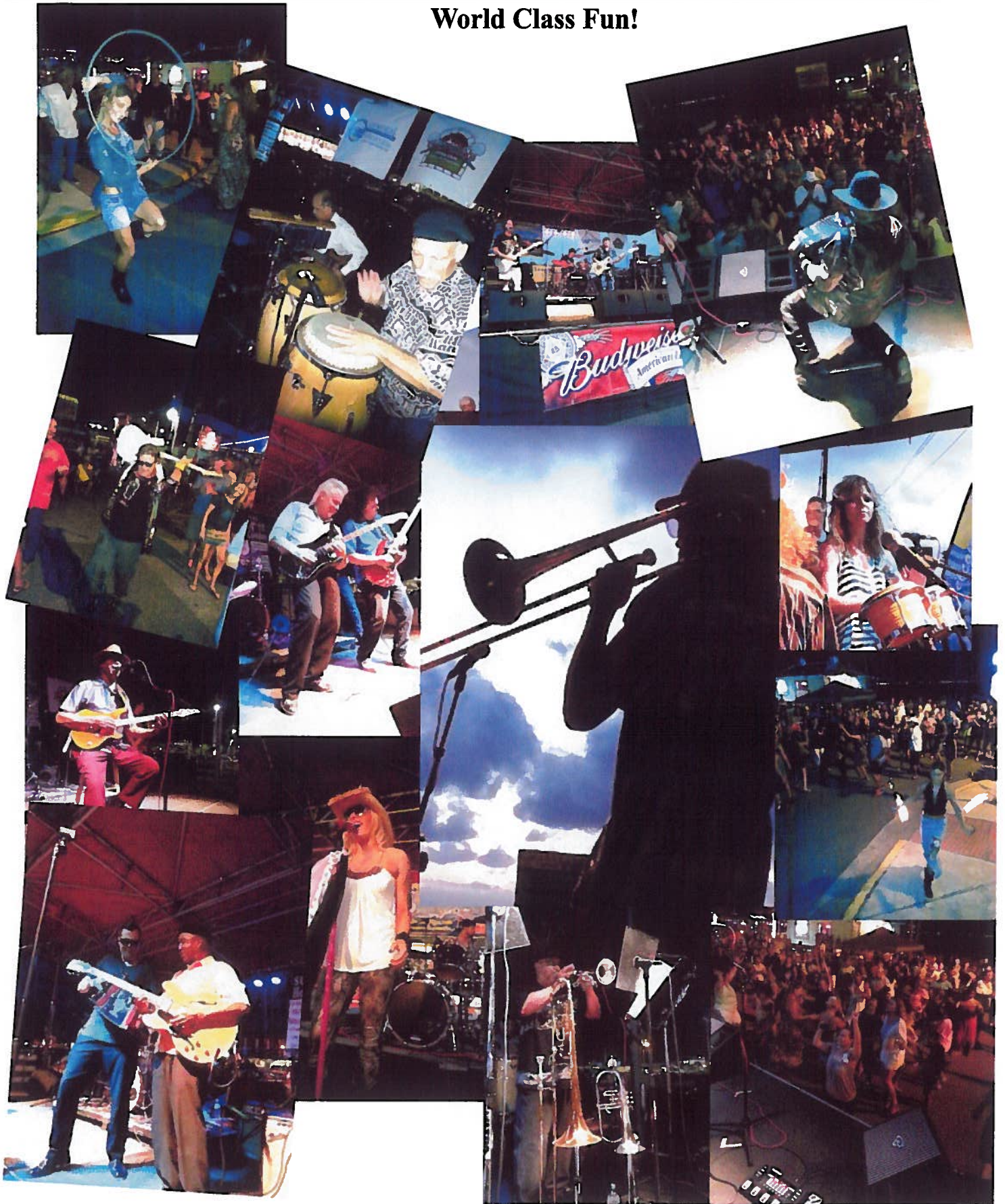
Fun For the Whole Family!



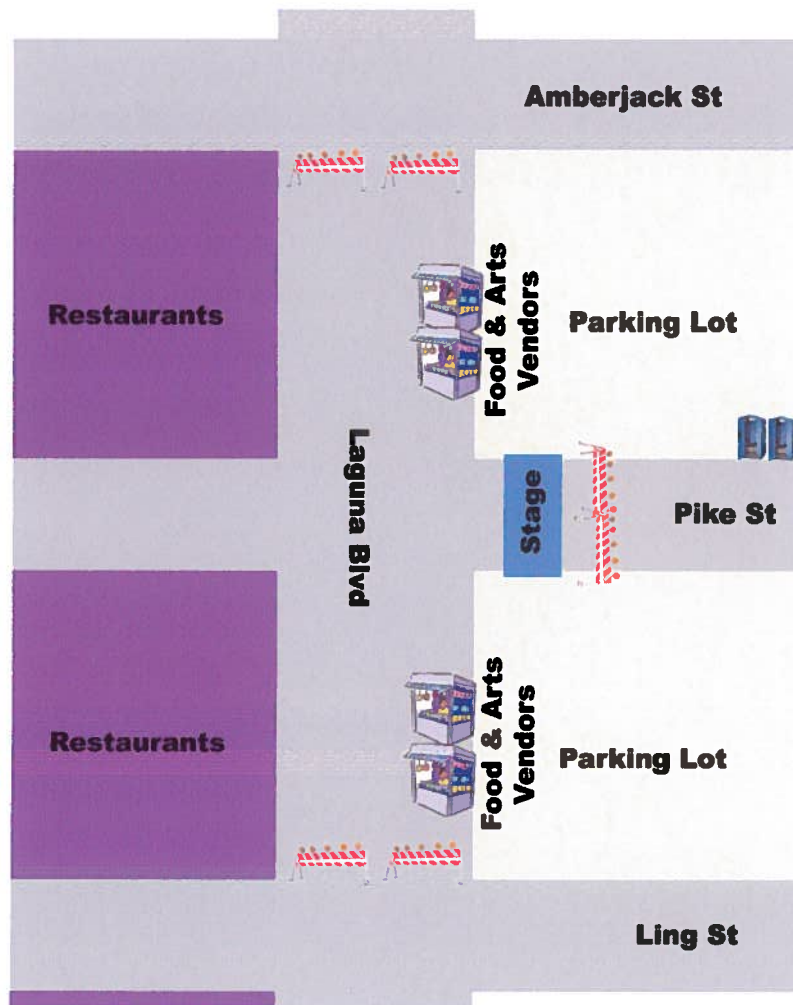
World Class Talent!



World Class Fun!



Site Map



Parking available in adjacent lots and on surrounding streets.

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

MEETING DATE: April 30, 2014

NAME & TITLE: Mary Kay Hancock, Special Events Coordinator

DEPARTMENT: Convention Centre

ITEM

Discussion and action regarding sponsorship request from Texas International Fishing Tournament as it relates to the 2014/15 budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Texas International Fishing Tournament
P O Box 2715 · South Padre Island, Texas 78597

Phone: 956/943-8438 (TIFT)

Fax: 956/943-8438 (TIFT)

Website: www.tift.org

E-Mail: info@tift.org

2014 TIFT Corporate Sponsor Program

Enclosed please find information relevant to our TIFT Corporate Sponsor program. The 75th Texas International Fishing Tournament will be held July 30-Aug. 3, 2014 and we'd like to provide you with an overview:

- TIFT is the largest saltwater bay and offshore fishing tournament in Texas.
- TIFT is ranked in the top 10 billfish tournaments in the world.
- TIFT is sanctioned by the IGFA World Offshore Championship Series.
- Almost 1,200 registrants participated in 2013.
- More than 400 boats participated.
- TIFT registrants have an average annual income in excess of \$100,000 and spend more than \$2 million in the local economy during our event—not including tournament expenses.
- According to our previous Economic Impact Survey, TIFT anglers fish more frequently than the national average, own more fishing rods and reels, and consider fishing with family and friends to be one of the highlights of our event.
- TIFT is a nonprofit 501 (c) 4 corporation and has established a permanent Scholarship Endowment Program and initiated the TIFT Catch a Redfish Educational Scholarship program (TIFT CARES).
- TIFT is open to registrants of all ages.

Thank you for taking the time to review and consider our 2014 TIFT Corporate Sponsorship package. Please feel free to contact me on my cell phone at (956) 561-1052 with any questions you might have. We would welcome the opportunity to work with you and look forward to hearing from you soon. The deadline for sponsorship commitments is May 30.

Sincerely,

A handwritten signature in cursive script that reads 'Betty Wells'.

Betty Wells

Tournament Director

75th Annual T·I·F·T · July 30 - August 3, 2014



TEXAS INTERNATIONAL FISHING TOURNAMENT
P O Box 2715
SOUTH PADRE ISLAND, TX 78578
PHONE: 956.943.8438
FAX: 956.943.8438
www.TIFT.org

2014 TEXAS INTERNATIONAL FISHING TOURNAMENT CORPORATE SPONSORSHIP CONTRACT

Company Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
e-Mail: _____

- Yes, our company would like to participate in the 2014 Texas International Fishing Tournament. We have selected the following sponsorship level:
 Dock Social Playday Level I Level II Level III Level IV
\$20,000 \$17,500 \$15,000 \$10,000 \$5,000 \$3,500 \$2,000
- We will need the following sizes for our Official Sponsor shirts;
Qty. S M L XL XXL XXXL (if available)
- Number of complimentary dinner tickets required is: _____.
- We also understand that TIFT will provide us with complimentary fishing registration forms and vouchers for T-Shirts and hats as outlined in the relevant level of sponsorship selected.
- We will or will not require exhibit space at social and weigh-in sites.
- Payment is attached.
- Please invoice our company.
- We would also like to donate the following items to be used for the event:

Items: _____ Qty. _____

The sponsorship agreement must be received by May 30, 2014. Sponsors must submit camera ready art for their full page color ad in the official program book by June 10, 2014. Sponsor understands and is fully aware that contributions or gifts to TIFT are NOT deductible as charitable contributions for Federal income tax purposes. In the event of tournament cancellation, all monies will be applied to next year's event.

Date: _____ Signature: _____

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

MEETING DATE: April 30, 2014

NAME & TITLE: Mary Kay Hancock, Special Events Coordinator

DEPARTMENT: Convention Centre

ITEM

Discussion and action regarding sponsorship proposal for "Padre Island Spring Art & Jazz Festival" as it relates to 2014/15 events marketing budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS