

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

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

THURSDAY, OCTBER 23, 2014
2:00 P.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 Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory 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 Advisory Board meeting).*
4. **Consent Agenda:**
 - a.) Approval of minutes for September 24, 2014 Regular Meeting.
 - b.) Approval of minutes for October 8, 2014 Special Meeting.
5. Update, discussion and action regarding sponsorships for the SPI Marathon Event.
6. Presentation 2014 Island Folk Festival-post event report.
7. Presentation 2014 Fall Concert Series.
8. Update on 2014 SPI Beerfest-post event report.
9. Discussion and action regarding the review of Machete's photo and video work to date, and the possibility of re-appropriating the remaining funding to a new photo/video contract, and requesting new photo/video proposals and sample work in contracts.
10. Presentation, update and discussion regarding the CVB Sales strategies.
11. Requirement of CVB staff to maintain and present at CVB Board Regular Meetings a calendar including at a minimum (A) events rewarded CVB funding, (B) events at the Convention Center, (C) events occurring on South Padre Island that originated as CVB leads.
12. Update, discussion and action regarding any developments or changes from the Website Sub-Committee.
 - a.) Social media and email marketing guidelines according to recommendations by the Website Subcommittee meeting on October 21, 2014.
 - b.) Discuss and actions regarding allotting \$5,000 for boosting and promoting posts on the CVB's "Visit

South Padre" Facebook page.

13. Update and discussion on McAllen Coop.
14. Set new meeting date/agenda items for next meeting.
15. Adjourn.

DATED THIS THE ____ DAY OF _____ 2014.

Rosa Zapata, CVB 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 **October 20, 2014**, at/or before **2:00 PM** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB 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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for September 24, 2014 Regular 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

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

WEDNESDAY, SEPTEMBER 24, 2014

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, September 24, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chair Bryan Pinkerton, Hershail Patel, Terence Chase, and Arnie Creinin. Absent: Bill Donahue, Anne Weiss, Michael Jones

City staff members present were CVB Director Rachel Flores, CVB Sales Director Denise Arnold, Special Events Manager Mary Kay Hancock, Accountant I Lori Moore, City Manager William DiLibero, Assistant City Manager Darla Jones and CVB Administrative Assistant Rosa Zapata.

2. Pledge of Allegiance.

Chairman Cantor led the Pledge of Allegiance.

3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory 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 Advisory Board meeting).*

Public comments and announcements were given at this time.

4. Consent Agenda:

Board Member Creinin made the motion, seconded by Vice-Chairman Pinkerton to approve the Consent Agenda. Motion carried unanimously.

- a.) Approval of minutes for August 27, 2014 Regular Meeting.
- b.) Approval of minutes for September 5, 2014 Special Meeting.

5. Presentation: RT&A Marketing McAllen Co-Op.

Rachel Flores, CVB Director, introduced Nancy Millar with the McAllen CVB and representatives from RT&A Marketing Company. Nancy Millar, Luis Manuel Hernandez, Marco Sens gave a marketing presentation concerning the McAllen Co-op.

6. Presentation: Airport Shuttle Service.

Terence Chase, Valley International Airport, gave a short presentation concerning the Airport Shuttle Service Contract.

7. Discussion and action regarding inter-local agreement with Valley International Airport regarding the Airport Shuttle Service.

Chairman Cantor made the motion, seconded by Board Member Creinin to approve the interlocal agreement in the amount of \$100,000 for operations and \$40,000 to purchase new buses. Motion carried on a unanimous vote.

8. Discussion and action regarding consideration for funding request on events:

a) Ladies King Fish Tournament-SPI Chamber

Board Member Creinin made the motion, seconded by Vice-Chairman Pinkerton to approve the funding request from the Ladies King Fish Tournament in the amount of \$2,000 plus building(Convention Centre) in-kind. Motion carried on a unanimous vote

b) Magic Valley Riders – Beach N Bikerfest

Board Member Creinin made the motion, seconded by Board Member Patel to approve the amount of \$35,000 in sponsorship and \$15,000 in in-kind for the rental of the Convention Centre. Motion carried on a unanimous vote.

c) 'Runin Texas'-Sand Crab Night Run

No action taken.

d) Sandcastle Trail FY14 & FY15-Marketing

Marketing-Vice-Chairman Pinkerton made the motion, seconded by Board Member Patel for Aarin Hartwell to meet with Rachel Flores to redefine the Marketing Budget. She is to meet with Website Sub-Committee and the Marketing Sub-Committee concerning her proposal. Motion carried on a unanimous vote.

Repairs/Maintenance Vice-Chairman Pinkerton made the motion, seconded by Board Member Patel to approve the amount of \$5,000 for repairs/maintenance starting October 1, 2014 for the rest of the year. Motion carried on a unanimous vote.

Future Projects- Board Member Creinin made the motion, seconded by Board Member Patel to table this agenda item. Motion carried on a unanimous vote.

9. Discussion and action regarding fireworks at Clayton's Beach Bar & Grill.

Board Member Creinin made the motion, seconded by Vice-Chairman Pinkerton for Clayton to meet with Rachel Flores and Pyro Company concerning the firework displays. Motion carried on a unanimous vote.

10. Discussion and action regarding funding for HILLCO Partners (lobbyist).

Board Member Creinin made the motion, seconded by Board Member Patel for the cost of \$119,000 be split 50-50 between the City and the CVB. Motion carried on a unanimous vote.

11. Discussion and action on a joint marketing initiative program between hotel and condo agencies.

No action was taken at this time.

12. Discussion and action regarding Machete Inc. contracts.

Board Member Patel made the motion, seconded by Board Member Creinin to approve the amount of \$140,000 maximum but with Rachel Flores, CVB Director, will need to approve all expenses prior to buy.

Motion carried on a unanimous vote.

13. Update and discussion regarding any developments or changes from the Website Sub-Committee

No action was taken at this time.

14. Discussion and action regarding adding Mr. Chad Hart to the Convention & Visitors Bureau Website Subcommittee.

Board Member Patel made the motion, seconded by Board Member Creinin to add Mr. Chad Hart to the CVB Website Subcommittee. Motion carried on a unanimous vote.

15. CVB Director's Report for the month September.

CVB Director gave the CVA Board an update.

16. Set new meeting date/agenda items for next meeting.

Meeting was set for October 22, 2014.

17. Adjourn.

There being no further business, Chairman Cantor adjourned the meeting at 11:50 a.m.

Rosa Zapata, CVB Administrative Assistant

Cesar Cantor, CVA Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for the Special Meeting held on October 8, 2014.

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

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

WEDNESDAY, OCTOBER 8, 2014

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, October 8, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chair Bryan Pinkerton, Hershhal Patel, Bill Donahue, Anne Weiss, and Michael Jones.

Absent: Arnie Creinin, Terence Chase

City staff members present were CVB Director Rachel Flores, Accountant I Lori Moore, and CVB Administrative Assistant Rosa Zapata.

2. Pledge of Allegiance.

Chairman Cantor led the Pledge of Allegiance.

3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory 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 Advisory Board meeting).*

No public comments were given at this time.

4. **Consent Agenda:**

Discussion and Action on Sebastian Exhibit.

Chairman Cantor made the motion, seconded by Vice-Chairman Pinkerton to approve the amount of \$10,000 from the events marketing budget and \$18,000 from the CVB internal adjustments & savings and to include a marketing campaign plan to maximize this investment. Motion passed on 4 to 1 vote with Board Member Donahue casting a nay vote.

5. **Adjourn.**

There being no further business, Chairman Cantor adjourned the meeting at 9:30 a.m.

Rosa Zapata, CVB Administrative Assistant

Cesar Cantor, CVA Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Update, discussion and action regarding sponsorships for the SPI Marathon Event.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Presentation 2014 Island Folk Festival-post event report.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Presentation 2014 Fall Concert Series.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Update on 2014 SPI Beerfest-post event report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

McAllen/Brownsville, TX
KBFM-FM, KTEX-FM, KQXX-FM, KVNS-AM
KHKZ-FM
Lori Stuart - Accounts Receivable
Remit To: Clear Channel Broadcasting Inc.
P.O. Box 847413
Dallas, TX 75284-7413
Phone: (956) 973-9202

Invoice No: 088-119362

SPI BEER FEST
Attn: Sunil Rupani
1200 E Washington St
Brownsville, TX 78520-5812

00153



Advertiser No.: 11152

SPI BEER FEST

Order: 93875

Co-op: No

Cash in Advance

Invoice Date: 08/24/2014

Payment Due: 08/24/2014

AE: RICHARDS JOHN

Billing Type: Broadcast

Note 1: KTEX - SPI BeerFest Aug 23rd

CPE

Invoice Summary:

No. of Spots/Misc:	211/0
Gross Spot Billing:	\$3,646.00
Agency Commission:	\$0.00
Net Spot Billing:	\$3,646.00

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.



INVOICE

4635

QUESTIONS? CONTACT 956-399-4900
OR (225) 926-1000

CUSTOMER: SPI BEER FEST
ADVERTISER: SPI BEER FEST

INVOICE NO: 105251966

CUSTOMER
CONTRACT NO:

LAMAR CUSTOMER NO: 610846
LAMAR CONTRACT NO: 2209866

INVOICE DATE: 08/04/2014

DUE DATE: 09/03/2014

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT												
55 - RIO GRANDE VALLEY, TX (45-BAG6243) 45-Brownsville, TX Media Type: DigitalPosters NS E 14TH 50' E/O SECURITY, BRO	8/4/14-8/24/14	50001	30493476	Yes Total Panels:1	500.00												
Media Type: DigitalBulletins SS Exp 83 250' W/O S. 29th St, McAllen	8/4/14-8/24/14	70008	0	Yes Total Panels:1	1,000.00												
ES EXP 77/83 800' S/O CAMELOT DR HAR	8/4/14-8/24/14	70006	0	Yes Total Panels:1	1,000.00												
NS EXP 83 2100' E/O WESTGATE, WES	8/4/14-8/24/14	70002	30497099	Yes Total Panels:1	1,000.00												
<table> <tr> <th>STATE TAX</th><th>COUNTY or PARISH TAX</th><th>CITY TAX</th><th colspan="2"></th><th>AMOUNT</th></tr> <tr> <td>0.00</td><td>0.00</td><td>0.00</td><td colspan="2"></td><td>3,500.00</td></tr> </table>					STATE TAX	COUNTY or PARISH TAX	CITY TAX			AMOUNT	0.00	0.00	0.00			3,500.00	
STATE TAX	COUNTY or PARISH TAX	CITY TAX			AMOUNT												
0.00	0.00	0.00			3,500.00												

REMITTANCE STUB - Please send this with payment.

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT <http://payments.lamar.com>

000610846105251966000003500007

CUSTOMER

SPI BEER FEST
1200 E WASHINGTON
BROWNSVILLE, TX 78520

TERMS:
NET 30 DAYS

THIS AMOUNT DUE

3,500.00

US DOLLARS

Lamar Office Use Only

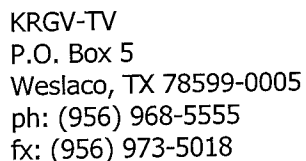
105251966
610846-0

pr:08/04/2014 sc:08/05/2014
ContractPlantAdvertiser

MAIL
PAYMENT TO

LAMAR COMPANIES
P.O. BOX 96030
BATON ROUGE, LA 70896

PLEASE SEE REVERSE FOR IMPORTANT INFORMATION!



Printed: Wed, September 03, 2014 11:15:54AM

Report Data Thru: 08/31/2014

Page: 1

SPI Beerfest (Direct)
1200 East Washington St.
Brownsville, TX 79520

Note: INTERESTED IN MAKING PAYMENTS BY
EFT/ACH? PLEASE CONTACT
DELIA@KRGV.COM

NOTE: Payments display check deposit date, Transactions display posting date, and Invoices display invoice date



KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

SPI Beerfest (2751)
Direct Account (1)
Rupani, Sunil
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice 133942
Inv Date 8/31/2014
Terms Cash In Advance
Contract 18649
Bill Type Calendar
Period 8/1/2014 - 8/31/2014

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

Product Event (1162)
Brand Beerfest (11456)
Acct Types Local Direct/Direct
Est/Headline /
Demo
Revision
Comments

CO-OP/Order Type No/Norma
Package
Gen. Date 9/3/2014 10:29:35A

ABC AFFL (KRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/11/14 6:39AM (Mo)	00:30	21400120SPIB "Beerfest"	\$300.00	
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/12/14 6:15AM (Tu)	00:30	21400120SPIB "Beerfest"	\$300.00	
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/14/14 6:17AM (Th)	00:30	21400120SPIB "Beerfest"	\$300.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/11/14 4:46PM (Mo)	00:30	21400120SPIB "Beerfest"	\$200.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/12/14 4:40PM (Tu)	00:30	21400120SPIB "Beerfest"	\$200.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/14/14 4:40PM (Th)	00:30	21400120SPIB "Beerfest"	\$200.00	
3.0	NEWS Spc	5:58:00PM- 6:55:00	Per week (3), Mo, Tu, We, Th, Fr	08/18/14 6:17PM (Mo)	00:30	21400120SPIB "Beerfest"	\$300.00	
3.0	NEWS Spc	5:58:00PM- 6:55:00	Per week (3), Mo, Tu, We, Th, Fr	08/21/14 6:54PM (Th)	00:30	21400120SPIB "Beerfest"	\$300.00	
3.0	NEWS Spc	5:58:00PM- 6:55:00	Per week (3), Mo, Tu, We, Th, Fr	08/22/14 6:27PM (Fr)	00:30	21400120SPIB "Beerfest"	\$300.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/04/14 11:23PM (Mo)	00:30	21400120SPIB "Beerfest"	\$100.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/05/14 11:26PM (Tu)	00:30	21400120SPIB "Beerfest"	\$100.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/11/14 12:01AM (Mo)	00:30	21400120SPIB "Beerfest"	\$100.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/15/14 11:21PM (Fr)	00:30	21400120SPIB "Beerfest"	\$100.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/19/14 12:01AM (Tu)	00:30	21400120SPIB "Beerfest"	\$100.00	
4.0	SPOT	11:05:00PM-12:04:00	Per week (2), Mo, Tu, We, Th, Fr	08/21/14 11:26PM (Th)	00:30	21400120SPIB "Beerfest"	\$100.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/04/14 12:30AM (Mo)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/05/14 12:50AM (Tu)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/08/14 12:46AM (Fr)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/11/14 12:32AM (Mo)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/13/14 11:23PM (We)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/15/14 12:31AM (Fr)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/19/14 12:19AM (Tu)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/20/14 12:32AM (We)	00:30	21400120SPIB "Beerfest"	\$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3), Mo, Tu, We, Th, Fr	08/21/14 12:32AM (Th)	00:30	21400120SPIB "Beerfest"	\$50.00	
6.0	NEWS Spc	5:00:00PM- 5:30:00	Day, Sa-1	08/16/14 5:24PM (Sa)	00:30	21400120SPIB "Beerfest"	\$80.00	
7.0	NEWS Spc	6:00:00PM- 6:30:00	Day, Sa-1	08/09/14 6:25PM (Sa)	00:30	21400120SPIB "Beerfest"	\$80.00	
8.0	NEWS Spc	5:28:00PM- 6:00:00	Day, Su-1	08/10/14 5:37PM (Su)	00:30	21400120SPIB "Beerfest"	\$80.00	
8.0	NEWS Spc	5:28:00PM- 6:00:00	Day, Su-1	08/17/14 5:37PM (Su)	00:30	21400120SPIB "Beerfest"	\$80.00	
9.0	SPOT	6:00:00AM- 9:00:00	Per week (2), Mo, Tu, We, Th, Fr	08/08/14 6:19AM (Fr)	00:30	21400120SPIB "Beerfest"	\$0.00	
9.0	SPOT	6:00:00AM- 9:00:00	Per week (2), Mo, Tu, We, Th, Fr	08/08/14 6:42AM (Fr)	00:30	21400120SPIB "Beerfest"	\$0.00	



ORGV-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

SPI Beerfest (2751)
Direct Account (1)
Rupani, Sunil
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice 133942
Inv Date 8/31/2014
Terms Cash In Advance
Contract 18649
Bill Type Calendar
Period 8/1/2014 - 8/31/2014

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

Product Event (1162)
Brand Beerfest (11456)
Acct Types Local Direct/Direct
Est/Headline /
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 9/3/2014 10:29:35AM

ME-TV (ORGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/04/14 9:42AM (Mo)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/04/14 7:46PM (Mo)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/05/14 10:43PM (Tu)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/06/14 12:51PM (We)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/07/14 5:12PM (Th)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/08/14 7:57AM (Fr)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/08/14 8:46PM (Fr)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/09/14 9:18PM (Sa)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/10/14 12:46AM (Su)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/10/14 12:18PM (Su)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/11/14 4:44PM (Mo)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/12/14 9:50AM (Tu)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/12/14 6:42PM (Tu)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/13/14 9:56AM (We)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/13/14 10:12PM (We)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/14/14 9:12PM (Th)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/15/14 10:12PM (Fr)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/16/14 10:49AM (Sa)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/16/14 9:48PM (Sa)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/17/14 9:47PM (Su)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/18/14 11:27AM (Mo)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/18/14 8:45PM (Mo)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/19/14 12:57PM (Tu)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/19/14 7:11PM (Tu)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/20/14 8:47AM (We)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/20/14 9:17PM (We)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 7:45AM (Th)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 4:56PM (Th)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 7:56PM (Th)	00:30	21400120SPIB "Beerfest"	\$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/22/14 8:16PM (Fr)	00:30	21400120SPIB "Beerfest"	\$5.00	

ORGV-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

SPI Beerfest (2751)
Direct Account (1)
Rupani, Sunil
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice	133942
Inv Date	8/31/2014
Terms	Cash In Advance
Contract	18649
Bill Type	Calendar
Period	8/1/2014 - 8/31/2014

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Event (1162)
Beerfest (11456)
Local Direct/Direct

CO-OP/Order Type No/Normal
Package
Gen. Date 9/3/2014 10:29:35AM

ME-TV (ORGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
						Totals for: ME-TV (ORGV)	Gross Total	\$150.00	Total Spots 30
							Commission	\$0.00	
							Net Total	\$150.00	



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Discussion and action regarding the review of Machete's photo and video work to date, and the possibility of re-appropriating the remaining funding to a new photo/video contract, and requesting new photo/video proposals and sample work in contracts.

ITEM BACKGROUND

<https://www.facebook.com/media/set/?set=a.663738233675085.1073741867.490754410973469&type=3>

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Denise Arnold, CVB Director of Sales

DEPARTMENT: Convention and Visitor Bureau

ITEM

Presentation, update and discussion regarding the CVB Sales strategies.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Reorganization of Sales Team

South Padre Island Convention and Visitor's Bureau

Background for Denise Arnold

- Over 19 years of Hotel Sales Experience – Progressive Upward Promotions from Property Level- Full and Limited Service Hotels, Area Director of Sales, Regional Sales Manager and Corporate Director of Sales
- Managed, Supervised, Hired and Trained from 1- 12 Sales Managers and Director of Sales
- Successfully Maintained a base of accounts in all market segments from 100K in revenue (One Hotel) to 4.1 Million (Regional Sales Manager)
- Strong background in Training and Successful Track Record in the major cities in Texas markets of Corporate, SMERF, Association and Government in both transient and group sales.

Objectives for First 60 Days:

- Reorganization of the Sales Team Territories
- Training for Sales Team
- Accountability and Goals for Sales Team
- Convention Center Metrics for Upcoming Year

Reorganization of Sales Team:

- Currently we had a territory based Sales Team Alignment, but we are reorganizing to make it market segments
- Change current Sales Team to a Market Segment based Alignment
 - **Association and Government Markets** – Primary Focus will be on small to medium size Texas and National Association and all Government Agencies
 - **Corporate Market** – Primary focus on Oil and Gas Industry, Medical, and Retail
 - **SMERF** – Social, Military, Educational, Recreation, and Fraternal – Church Groups, Sports and Cheer Groups
 - Weddings, Events at the Convention Center only, and Tour Operators

Accountability and Goals:

- **Weekly Sales Goals:**
 - 15 Prospecting Calls – Phone or Cold Calling on Outside Appointment
 - 5 Set Appointments
 - 10 Maintenance Calls to Existing Accounts
 - 1 Site Tour of the Convention Center or Local Hotel
 - 1 Lead Sent Out to Local Hotels, Venues, and or Attractions
- **Weekly Reporting:**
 - The Weekly Summary Report is due on every Friday by end of business day, completely filled out and back up documentation from IDSS as well as Sales Action Plans with current week completed.
- **Sales Action Plans:**
 - 90 Day Action Plans will be submitted to DOS by August 1, 2014.
 - At the end of every month, future 90 days of Action Plan completed so that sales team can be held accountable and have a primary focus on a weekly basis.

Update on Sales Staff:

- Hired a Senior Sales Manager – Eduardo Figueroa with a start date of Monday, November 3, 2014. He will be responsible for the Association Market as well as tourism for Mexican National market.
- We have a posting that closed tomorrow, October 24, 2014 for a Sales Manager. We interviewed several candidates, but decided to repost to see if there were more qualified applicants to fill the position. The Sales Manager will be responsible for SMERF Market.
- As a selling Director of Sales, I will assist with the Association Market and take over the Corporate Market.



WEEKLY RECAP – WEEK ENDING: July 19, 2014

PROPERTY: South Padre Island Convention and Visitor's

Sales Representative:

Highlights of the Week:

- Secured to new leads through prospecting this week – Medical Market – Christus Hospital and HCA Healthcare. Christus Hospital is February 20 for Board of Directors Meeting and HCA Healthcare is holding Regional Meeting at XYZ Hotel for September 12, 2014
- Attended the XZ Trade Show on Tuesday in San Antonio, Texas. I received several hot leads for future business in 2014 and 2015. I will follow up with calls next week.
-
-

<u>Sales Calls this Week:</u>	Mon	Tues	Wed	Thurs	Friday	Sat	Week Total	Monthly
Outside Sales Call	0	4	0	3	0	0	7	7
Phone Prospecting Call	10	0	3	9	0	0	22	22
Tour/Site Visit	0	1	0	0	0	0	1	1
RFP/Inquiry Call	0	3	0	1	1	0	4	4
Maintenance Call	5	0	5	0	3	0	13	13

SALES BOOKINGS FOR PAST WEEK:

SALES BOOKINGS MTD:

SALES BOOKINGS YTD:

Hotel Room Bookings: 300 Definite / 200 Tentative

MTD Definite 300/200 Tentative

YTD Group: 1500

2014 BUSINESS ON THE BOOKS:

Hotel Room Nights YTD: \$

Annual Goal: 6,000

Convention Centre Revenue YTD: \$

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Requirement of CVB staff to maintain and present at CVB Board Regular Meetings a calendar including at a minimum (A) events rewarded CVB funding, (B) events at the Convention Center, (C) events occurring on South Padre Island that originated as CVB leads.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Update, discussion and action regarding any developments or changes from the Website Sub-Committee.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Social media and email marketing guidelines according to recommendations by the Website Subcommittee meeting on October 21, 2014.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Discuss and actions regarding allotting \$5,000 for boosting and promoting posts on the CVB's "Visit South Padre" Facebook page.

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
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: October 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Update and discussion on McAllen Coop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____
Approved by Legal: YES: _____

NO: _____
NO: _____

Comments:

RECOMMENDATIONS/COMMENTS