

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

NOTICE 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, February 26, 2015
1:30 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) Update, discussion and possible action concerning CVB Organization Chart.
- 5) Presentations:
 - a) Beerfest/Bikefest show
 - b) Cyclovia So Padre Event
- 6) Discussion and action on FY15 funding requests.
- 7) Presentation, discussion and possible action on Director of Sales report.
- 8) Discussion and action regarding a sub-committee to be formed representing the sales associates from local full service and select service hotel to work with the CVB sales staff.
- 9) Update, discussion and possible action on event funding policy and procedures.
- 10) Update regarding Website Sub-Committee meeting.
- 11) Discussion and action regarding Requests for Proposals (RFP's):
 - a) RFP to allow the Website Sub-Committee to develop an RFP for the redesign of Sopadre.com. Redesign will be budgeted from the 2015/2016 marketing division.
 - b) RFP for 2015/2016 Digital marketing-Facebook, Display, and Pay Per Click campaign.
 - c) RFP for 2015/2016 Conventional Marketing campaign.
- 12) Presentation, discussion and possible action on marketing:
 - a) March and April 2015.
 - b) SPI Spring Break 2015 Production.

- 13) Discussion and action to request Machete to produce the following:
 - a) Semana Santa / Mexican National photography & videography to be used to market Semana Santa 2016 & Mexican Markets.
 - b) Machete & Website Sub-Committee to develop an RFP for professional photo & video editing of Spring Break 2015 & Semana Santa 2015 media to be used in 2016 campaigns.
- 14) Discussion and action - Schedule Spring Break Workshop to recap Spring Break 2015 and develop Spring Break 2016 Marketing Plan and RFPs for "shoulder week" entertainment.
- 15) Discussion and action – Budget for upcoming 2015/2016 year \$6,772.75 to purchase Computer, DSLR Camera, GoPro, and Video Editing Software for Public Information Officer to be used for content creation for sopadre.com, landing pages, social media, & email marketing.
- 16) Set new meeting date/agenda items for next meeting.
- 17) Adjourn.

DATED THIS THE 26th DAY OF February 2015.

Rosa Zapata, CVB Sales 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 **February 20, 2015**, at/or before **5:00 P.M.** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Sales 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.