

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:

Wednesday, March 25, 2015
9:00 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 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 February 26, 2015 Regular meeting.
- 5) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
- 6) Presentation, discussion and possible action on Director of Sales report.(Arnold)
- 7) Discussion and possible action regarding New Sales Committee. (Till)
- 8) Discussion and possible action regarding Sales Staff & Sales Committee to work with Event Promoters. (Till)
- 9) Discussion and possible action regarding Median Banner Application & Guidelines.(Till)
- 10) Discussion and possible action regarding Spring Break Workshop (Till)
- 11) Discussion and possible action regarding New Event Funding Guidelines. (Till)
- 12) Discussion and possible action regarding SPI Consumer Research Project. (W. Jones)
- 13) Discussion and action to remove the real time leads to partners from website submission forms.(Holthusen)
- 14) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
 - a) Review of Website Committee Digital Marketing Plan for Summer Season. (Till)
- 15) Discussion and action for the creations and appointment of CVB Budget Committee.(Till)

- 16) Discussion and action regarding Advertising RFP's. (DiLibero)
- 17) Discussion and action regarding Digital Marketing RFP's. (DiLibero)
- 18) Discussion and possible action regarding Strategic Planning/Research Proposal presented by Machete. (DiLibero/Lopez)
- 19) Presentation, discussion and possible action on Marketing:(DiLibero/Lopez)
 - a) Presentation by Machete of current Media Placement.
- 20) Set new meeting date/agenda items for next meeting.
- 21) Adjourn.

DATED THIS THE 20th DAY OF MARCH 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 **March 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.