

**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, April 22, 2015**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> 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 March 25, 2015 Regular Meeting and April 9, 2015 Workshop.(Hawkinson)
  - b) Approve excused absence from Advisory Board Member Arnie Creinin for March 25, 2015 Regular CVA Board Meeting. (Hawkinson)
- 5) Presentation and discussion:
  - a) Brief recap on Beach N Biker Fest 2015 Event. (Hawkinson)
- 6) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
- 7) Update on Convention Centre renovation project. (Jones)
- 8) Update, discussion and action regarding Median Banner Application & Guidelines.(DiLibero)
- 9) Discussion and possible action on Director of Sales report.(Arnold)
- 10) Update, discussion and action regarding CVB Sales Committee: (Arnold/Hawkinson)
  - a) List of members based on South Padre Island lodging partners.
  - b) Date, time and agenda for the 1<sup>st</sup> meeting.
- 11) Discussion and possible action to review current procedures in place by the CVB Sales Staff and Convention Centre staff to qualify and/or screen potential groups or new events. (Arnold/Hawkinson)
- 12) Update, discussion and possible action regarding the status of the New Events Funding Guidelines and Procedures. (Hawkinson)

- 13) Update, discussion and possible action regarding setting a date for the Spring Break Workshop. (Hawkinson)
- 14) Update, discussion and possible action regarding the Budget Committee. (Till)
  
- 15) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
- 16) Discussion and action on one-time expenditure of up to \$10,000.00 for inclusion on the Discover America campaign. (Holthusen)
- 17) Discussion and action regarding the allocation of the remainder of \$100,000 in the In-house Marketing Division per mid-year budget review. (Arnold/DiLibero)
- 18) Discussion and action regarding the marketing of Fiesta Padre Event over Memorial Day Holiday within the current marketing buys placed by Machete. (Hawkinson)
- 19) Discussion and action regarding the recommendations to allocate the remainder of Machete's Media budget/reserve. (DiLibero/Lopez)
- 20) Set new meeting date/agenda items for next meeting.
- 21) Adjourn.

DATED THIS THE 17th DAY OF APRIL 2015.

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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 April 17, 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.

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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.