

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, June 24, 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 May 27, 2015 Regular Meeting and Workshop.
 - b) Approval of minutes for June 17, 2015 Workshop.
- 5) Update on Convention Centre renovation project. (Jones)
- 6) Discussion and possible action regarding Director of Sales report.(Arnold)
 - a) Update regarding CVB Sales Committee Meeting.
- 7) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
 - a) Median Banner Guidelines
 - b) New Events Funding Guidelines
 - c) Hot Tax Program
- 8) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
- 9) Update, discussion and possible action regarding the CVB Budget Report. (DiLibero)
- 10) Discussion and possible action regarding NBA D-League and NCAA Basketball Events.(DiLibero/Flores)
- 11) Discussion and action regarding the RFP for the Spring Break 2016. (DiLibero)
- 12) Discussion and action regarding the RFP's for Digital Marketing Campaign. (DiLibero)

- 13) Discussion and action regarding the RFP's for the Advertising Agency. (DiLibero)
- 14) Discussion and possible action regarding Machete Marketing Update.(DiLibero/Lopez)
 - a) Marketing for Convention Centre Renovation.
- 15) Set new meeting date/agenda items for next meeting.
- 16) Adjourn.

DATED THIS THE 19th DAY OF JUNE 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 **June 19, 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.