

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, November 18, 2015
10:30 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 September 23, 2015 Regular Meeting.
 - b) Approval of minutes for October 9, 2015 Special Meeting.
 - c) Approval of minutes for October 29, 2015 Regular Meeting.
 - d) Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Member Bill Donahue for October 8, 2015 Special CVA Board Meeting.
- 5) Presentation and discussion regarding Post Report from the following events (Hawkinson):
 - a. Hinopalooza Bikefest-Alex Hinojosa
 - b. SPI Splash-Paul McGee
- 6) Discussion and possible action regarding development and publication of monthly reporting metrics to the Board, such metrics at a minimum to include total hotel tax collected, number of properties reporting tax collected and total sales tax collected. (Jones)
- 7) Presentation, discussion and possible action concerning the following items from The Atkins Group:
 - a. Digital Media Strategy Overview
 - b. Monthly Report
- 8) Presentation, discussion and possible action concerning CVB Director's Report. (Arnold)
- 9) Discussion and action regarding allocating residual \$100,000 from CVB budget to meetings/groups paid media efforts. (Arnold)
- 10) Adjourn.

DATED THIS THE 13 DAY OF NOVEMBER 2015.

Rosa Zapata, CVB Executive Services Specialist

