

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, January 27, 2016
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 December 14, 2015 Regular Meeting.
 - b) Approval of minutes January 6, 2016 Special Meeting.
 - c) Approve excused absence from Chairman Jimmy Hawkinson for December 14, 2015 Regular CVA Board Meeting.
- 5) Discussion and action concerning the Election of Officers for the 2016 calendar year- Board Chair, Board Vice-Chair.
- 6) EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.072, DELIBERATIONS ABOUT REAL PROPERTY; TO DISCUSS:
 - a) Information update concerning potential SpaceX launch viewing sites. No action to be taken.
- 7) Presentation and discussion updating the Atkins Group marketing plan.
- 8) Presentation and possible discussion concerning the CVB Sales Report.
- 9) Discussion and action regarding application for funding requests on returning special events:
 - a) Jailbreak-Run the Jailbreak (May 2016)
 - b) HinoPalooza-SPI Bike Rally (September 2016/October 2016)
 - c) Jailbreak-SPI Marathon 2016 (November 2016)
 - d) Sand Sculpture Trail (Ongoing)
 - e) Urban Science Initiative-National Tropical Weather Conf. (April 2016)
 - f) Sand Crab Run (April 2016)
 - g) Splash South Padre (April 2016)
 - h) Texas Gulf Surfing Association (March 2016)
 - i) Texas International Fishing Tournament (August 2016)

- j) South Padre Penguin Plunge (Post Report)
- k) Sand Castle Lessons-SPI Visitors Center Sandcastle (Post Report)

10) Set new meeting date for February 2016.

11) Adjourn.

DATED THIS THE 22 DAY OF JANUARY 2016.

Rosa Zapata, CVB Executive Services Specialist

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 January 22, 2016, 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 Executive Services Specialist

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.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA**

MEETING DATE: January 27, 2016

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes December 14, 2015 Regular Meeting.
- b. Approval of minutes January 6, 2016 Special Meeting.
- c. Approve excused absence from Chairman Jimmy Hawkinson for December 14, 2015 Regular CVA Board Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approval of minutes December 14, 2015 Regular Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
REGULAR MEETING

MONDAY, DECEMBER 14, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Monday, December 14, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Joe Ricco, Hershal Patel, Wally Jones, Arnie Creinin, and Sean Till. Also present Ex-Officio Terence Chase and Michael Jones. Absent was Chairman Jimmy Hawkinson and Board Member Bill Donahue.

City staff members present were City Manager William DiLibero, CVB Director Keith Arnold, and CVB Accountant Lori Moore, Senior Sales Manager Michael Flores, Convention Sales Manager Astrid Torres.

2. Pledge of Allegiance.

Vice-Chairman Wally Jones led the 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).*

No public comments were given at this time.

4. Consent Agenda:

Board Member Arnie Creinin made the motion to approve November 18, 2015 minutes, seconded by Board Member Joe Ricco. Motion passed on a unanimous vote.

a) Approval of minutes for November 18, 2015 Regular Meeting.

Vice-Chairman Wally Jones made the motion to table the excuse absence for Chairman Jimmy Hawkinson, seconded by Board Member Arnie Creinin. Motion passed on a unanimous vote.

b) Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Hershal Patel for November 18 2015 Regular CVA Board Meeting

5. Discussion and possible action concerning Buxton Proposal for Prospective Funding.

Presentation was given by City Manager William DiLibero. No action taken.

6. Presentation, discussion and possible action concerning CVB Director's Report. (Arnold)

a) Atkins Group Report

Presentation was given by CVB Director Keith Arnold. Board Member Patel requested age target to be included in the reports. Board Member Patel gave a few comments. The Winter Texan

Campaign has a consistent low click through rate and wanted to recommend the former UTPA Winter Texan studies. If we stick to does demographics, it may help a little bit. The age target must be done effectively. Instagram post doesn't utilized the full size of the image. The remarketing shows family spring break specifically has a low CTR but high cost affect. CVB Director Keith Arnold mentioned he will get a response back to all those things asked.

b) HOT Fund Collections

CVB Director Keith Arnold went over the collection of sales tax and hotel tax. CVB Director Keith Arnold will comprise a one page report for next month meeting. No action taken.

c) Sales Report

CVB Director Keith Arnold went over the Sales Report with Board Members. No action taken.

d) Events Funding Distribution for FY16CVB

CVB Director Keith Arnold briefly went over the balance left for FY16.

7. Set new meeting date for the month January 2016

Meeting was set for Wednesday, January 27, 2016 at 9:00 am.

8. Adjourn

There being no further business, Vice-Chairman Jones adjourned the meeting at 9:55 a.m.

Rosa Zapata, CVB Sales Administrative Assistant

Wally Jones, CVA Vice-Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for January 6, 2016 Special Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECIAL MEETING

WEDNESDAY, JANUARY 6, 2016

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, January 6, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Wally Jones called the meeting to order at 9:00 a.m. a quorum was present: Joe Ricco, Will Greenwood, Wally Jones, Jimmy Hawkinson, Bill Donahue, and Sean Till. Also present Ex-Officio Michael Jones. Absent was Board Member Arnie Creinin and Ex-Officio Terrence Chase.

City staff members present were City Manager William DiLibero, CVB Director Keith Arnold, and Executive Services Specialist Rosa Zapata.

City Council members present were Dennis Stahl, Teresa Metty, and Alex Avalos.

2. Pledge of Allegiance.

Vice-Chairman Wally Jones led the 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).*

No public comments were given at this time.

4. EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.072, DELIBERATIONS ABOUT REAL PROPERTY; TO DISCUSS:

a) Discussion concerning potential SpaceX viewing sites and Convention Centre Annex building.

At 9:05 a.m., Chairman Hawkinson made the motion seconded by Board Member Ricco to go into Executive Session. Motion carried unanimously.

At 11:10 a.m., the Convention and Visitors Advisory Board reconvened into open session.

5. Discussion and possible action on recommendations to proceed with further planning and negotiations regarding potential SpaceX viewing sites and Convention Centre Annex building.

Vice-Chairman Jones made to the motion to go ahead and recommend to City Council that they proceed with the plans and negotiations with other potential SpaceX sites and Convention Centre annex building and to include some preliminary drawings, seconded by Chairman Hawkinson. After some discussion, motion passed on a 5 to 1 vote with Board Member Ricco casting a nay vote.

6. Adjourn

There being no further business, Vice-Chairman Jones adjourned the meeting at 11:15 a.m.

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Vice-Chairman

DRAFT

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve excuse absence from Chairman Jimmy Hawkinson for December 14, 2015 Regular CVA Board Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve absences

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the Election of Officers for the 2016 calendar year- Board Chair, Board Vice-Chair.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.072, DELIBERATIONS ABOUT REAL PROPERTY; TO DISCUSS:

- a) Information update concerning potential SpaceX launch viewing sites. No action to be taken.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion updating the Atkins Group marketing plan.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



TAG Overview & Report – January 27, 2016 Board Meeting

Overview

In December, TAG continued to implement Q1/Q2 media initiatives, as well as began the Groups/Meetings/B2B media initiatives, updated/optimized PPC and Paid Social Media campaigns, created new Winter Texan and Spanish Unbounce pages, optimized Unbounce pages with additional links, added/changed URLs for analytical purposes and created Spanish-language Google AdWords (January launch). Media highlights also include the development of a Q3/Q4 media plan that was presented to Keith Arnold on January 15, 2016. TAG also continued new website content creation and development/programming for the scheduled February 2016 launch (a website unveiling/demo will be shown today) and identified a real-time SPI dashboard solution for PPC/Paid Social/Analytics information (a demo will be shown today). Please see below for a detailed report/update.

MEDIA OVERVIEW

Interim creative campaign efforts continue to target seasonal opportunities and demographics while providing added-value insertions and earned media that is cost-effective and provides maximum exposure.

Targeted Demographics/Markets

Spring Break – Collegiate Outreach	RGV/Weekenders
Spring Break – Family Leisure Outreach	Mexico/Monterrey
Family Leisure – Texas including RGV	Groups/Meetings
Cold Weather Audiences –	
Midwest/Canada (<i>Winter Texans,</i>	
<i>Snowbirds, Couples/Empty Nesters</i>)	

Media Highlights

PPC Campaign for Colleges	Austin Monthly Ad (February)
PPC Campaign for Family Spring Break	Wall Street Journal Insert (February)
PPC Campaign for Cold Weather Audience	Development of a Q3/Q4 Media Plan
PPC Campaign for MX/Monterrey	(presented to Keith Arnold 01/15/16)
Texas Monthly Ad (February)	(Please see attached media flowchart
College Spring Break Guide Ad (Winter)	and creative ad samples)
El Norte Ad #1 (Monterrey)	
El Norte Ad #2 (Monterrey)	



2016 South Padre Island Convention and Visitors Bureau
Option A

theatkinsgroup


MEDIA FLOWCHART Q1/Q2

FISCAL YEAR 2016																																
2016 MEDIA CAMPAIGN																																
Media Vehicle	#	Gross \$	OCTOBER					NOVEMBER					DECEMBER					JANUARY					FEBRUARY					MARCH				
	INSWeeks	(000)	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21				
SPRING BREAK																																
College		Months																														
SEM (Google; Yahoo & Bing)		5																														
SEM + FB Retargeting (All platforms)		5																														
Paid Social (FB, Instagram)		5																														
Spring Break Subtotal																																
Leisure - Families (Texas including RGV)																																
SEM (Google; Yahoo & Bing)		5																														
SEM+ FB Retargeting (All platforms)		5																														
Paid Social		5																														
Spring Break Subtotal																																
Leisure - (Texas including RGV)																																
Display (All Platforms)		6																														
My HEB Cover		1																														
The Official Yearbook of the San Antonio Spurs FP4C		1																														
Texas State Travel Guide 1/2P4C		1																														
Texas Highways 1/2P4C		1																														
Texas Highways Events Calendar 1/2P4C		1																														
Texas Monthly 1/2P4C		2																														
TourTexas.com (teaming contract)		6																														
Subtotal Leisure Texas																																
Leisure - Cold Weather Audiences (Midwest/Canada)																																
SEM (Google; Yahoo & Bing)		4																														
SEM+ FB Retargeting (All platforms)		4																														
Paid Social		4																														
Display (All Platforms)		5																														
AARP Great Lakes + East Central 1/2P Ad1/2P Edit		1																														
Midwest Living 1/2P4C		1																														
Canadian Traveler FP4CB, 1/2P4C		2																														
Subtotal Mature Target																																
RGV/Weekenders																																
Cable		15																														
Radio		10																														
RGV Guidebook FP4C		1																														
Subtotal RGV																																
Mexico (Monterrey)																																
SEM (Google; Yahoo/Bing) & PPC		4																														
Cable		6																														
Radio		5																														
El Norte FP4C		9																														
Outdoor Billboard		2																														
Subtotal Mexico																																
Group/Meetings																																
TSAE Association Leadership 1/2P4C		2																														
Texas Meetings & Events 1/2P4C		2																														
Subtotal Trade																																
Gross \$																																
\$598,317																																
Gross \$																																
\$233,613																																
Gross \$																																
\$364,704																																




MEDIA FLOWCHART Q3/Q4

[illegible]



WE'LL HELP YOU REMEMBER SUMMER.

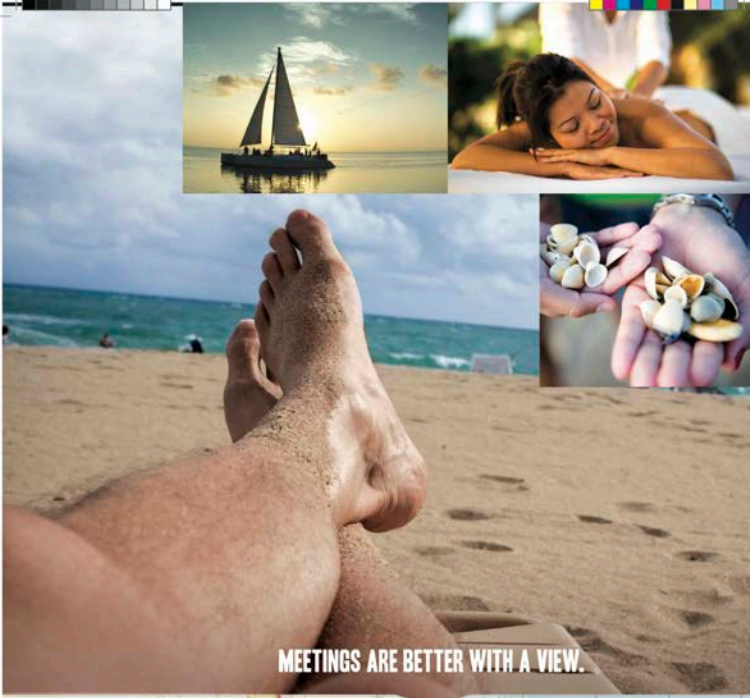
Thaw out in Texas.
Visit sopadre.com.



South Padre ISLAND




FRONT

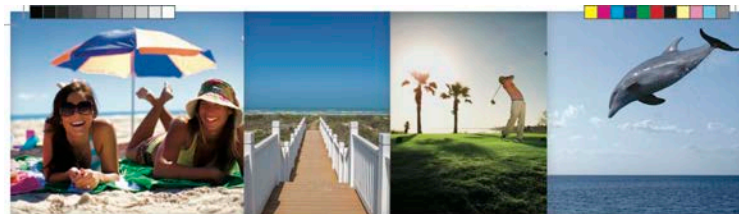


MEETINGS ARE BETTER WITH A VIEW.

Paradise isn't far away.
Visit sopadre.com/meetings
956-761-8199



BACK



**MAKE YOUR NEXT EVENT TROPICAL
NO PASSPORT REQUIRED**

When your professional event calls for exciting accommodations in a tropical, panoramic setting, South Padre Island is all you need to remember. Our newly renovated Convention Centre includes spacious, versatile event spaces; and experienced consultants are always available to smoothly coordinate and uniquely tailor your conference, event or meeting. This means more time for you and your guests to enjoy what they love like golf, fishing, spa treatments, dining, shopping, and of course, our famous beaches. Make your next event a memorable one. Go to www.sopadre.com/meetings and start planning your event, today.

WHY SOUTH PADRE ISLAND

South Padre Island is home to the widest, cleanest beach in Texas, and whether you're here on business, pleasure or both, there's always plenty to do for everyone. From world-class beach activities, water-sports and nature tours to live entertainment and team-building activities, the South Padre Island CVB professional meetings staff can easily customize trips to fit all of your group needs. And with ample accommodation choices and meeting space, South Padre Island is the perfect place to host your next event.

SOUTH PADRE ISLAND CONVENTION CENTRE

With a breathtaking view of the Laguna Madre Bay, the South Padre Island Convention Centre is the only waterfront convention center perfect for meetings, conventions, conferences, trade shows, exhibits and special events. Primary facilities include 22,500 square feet of exhibit hall space with a clear ceiling height of 36 feet for large meetings, a 2,633 square foot conference auditorium for 230 and 9,000 square feet of breakout space. A large central lobby can also host various exhibits and events, and the Sunset Terrace provides the perfect setting and view for an outside reception.

**LEAVE THE PLANNING TO
SOUTH PADRE ISLAND**

Whether it's meetings, conventions, conferences, trade shows or exhibits, the South Padre Island CVB professional meetings staff is ready to help you plan and design your perfect event – all with a view. From reserving meeting space and accommodations to catering and audiovisual support, leave the planning to South Padre Island and make your next event one you'll never forget.

956.761.8199



www.sopadre.com/meetings



Google AdWords

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$188.85/day

2016 Spring Break Ideas
Plan an Amazing College Spring Break Trip to South Padre, TX!
www.sopadre.com/spring-break
(mobile)

2016 Spring Break Spots
South Padre Island is the Best Spring Break College Location!
www.sopadre.com/spring-break
(mobile)

Spring Break Destinations
Visit South Padre Island for Wild Parties & Awesome Beach Bars!
www.sopadre.com/spring-break
(mobile)

2016 College Spring Break
Plan an Affordable Spring Break Trip to South Padre! Get Info Here.
www.sopadre.com/spring-break
(mobile)

Cheap Spring Break Trips
Stretch Your Dollar in South Padre!
Plan Your College Spring Break Here
www.sopadre.com/spring-break
(mobile)

Last Minute Spring Break
Plan an Amazing College Spring Break to South Padre, TX!
www.sopadre.com/spring-break
(mobile)

Stay, Play, Party All Day
Plan An Amazing College Spring Break. Book a South Padre Hotel Now
www.sopadre.com/spring-break
(mobile)

Hub For Spring Break Fun
Plan Your College South Padre Trip!
Find Hotel Deals, Parties & More.
www.sopadre.com/spring-break
(mobile)

Spring Break Vacations
Plan an Amazing Spring Break Now!
#1 College Spring Break Destination
sopadre.com/spring-break-vacation
(mobile)

Spring Break Locations
Plan an Amazing College Spring Break Trip to South Padre, TX!
www.sopadre.com/spring-break
(mobile)

2016 Spring Break Package
Find Cheap Hotels in South Padre. Browse Hotels, Condos & More Here!
www.sopadre.com/spring-break
(mobile)

College Spring Break 2016
#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!
sopadre.com/Spring-Break-2016
(mobile)

#1 College Spring Break
Plan an Amazing Trip to the Best Party Location, South Padre Island!
www.sopadre.com/spring-break
(mobile)

Spring Break on the Beach
Visit South Padre Island for Wild Parties & Awesome Beach Bars!
www.sopadre.com/spring-break-2016
(mobile)

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	37,399	1,026	2.74%	\$3.81	\$188.85	\$3,910.81



Google AdWords

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$111.23/day

Affordable Family Trips

Family Spring Break at South Padre
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Best Family Spring Break

Endless Beaches, Dolphin Watching &
More at South Padre Island!
www.sopadre.com
(mobile)

Family Spring Break

South Padre Island has Family-fun
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Spring Break Activities

See Wildlife and Discover Nature.
Book your family vacation today!
www.sopadre.com
(mobile)

Spring Break Family Deals

Plan your South Padre Island Escape
Explore, Relax and Save - Book now!
www.sopadre.com
(mobile)

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	62,893	758	1.21%	\$4.21	\$111.23	\$3,189.35



Google AdWords

Cold Weather/Winter Texan

Type: Search Network, PPC

Target Audience: Canada, Colorado, Iowa, Illinois, Indiana, Kansas, Kentucky, Maine, Michigan, Minnesota, Missouri, Mississippi, Montana, North Carolina, North Dakota, Nebraska, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Vermont, Wisconsin

Budget: \$80.88/day

Texas Winter Travel

Get Away from the Winter Cold with
a Trip to South Padre TX! Get Info.
www.sopadre.com/winter-texans
(mobile)

Trying to Escape the Cold

Plan a Trip to Warm and Sunny
South Padre Texas this Winter!
www.sopadre.com/winter-texans
(mobile)

Texas Island Rentals

Plan a Trip to Warm and Sunny
South Padre Texas this Winter!
www.sopadre.com/winter-texans

Texas Beach Destinations

Travel to Warm & Sunny South Padre!
Find Winter Hotels, Condos & More.
www.sopadre.com/winter-texans
(mobile)

Texas Travel Deals

Travel to Warm & Sunny South Padre!
Find Winter Hotels, Condos & More.
www.sopadre.com/winter-texans
(mobile)

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Cold Weather/Winter Texans	209,707	847	.40%	\$3.90	\$80.88	\$3,299.56



Bing/Yahoo

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$47.21/day

Hub For Spring Break Fun

www.sopadre.com/spring-break
Plan Your College Spring Break! Find Hotel Deals, Parties & More at SPI

Spring Break Vacations

sopadre.com/spring-break-vacation
Plan an Amazing Spring Break Now!
#1 College Spring Break Destination

#1 Spring Break Spot

www.sopadre.com/spring-break
Plan a Trip to the Top College Spring Break Destination, South Padre!

Spring Break Locations

www.sopadre.com/spring-break
Plan an Amazing College Spring Break Trip to South Padre, TX!

Stay, Play, Party All Day

www.sopadre.com/spring-break
Plan An Amazing College Spring Break. Book Your South Padre Hotel Now!

Last Minute Planning?

www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

Last Minute Spring Break

www.sopadre.com/spring-break
Find Great Deals on a College Spring Break Trip to South Padre, TX!

Spring Break Destinations

www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

2016 Spring Break Spots

www.sopadre.com/spring-break
South Padre is the Best College Spring Break Location!

Spring Break Hotel Deals

www.sopadre.com/spring-break
Find Hotel Deals in South Padre. Browse Hotels, Condos & More Here!

2016 College Spring Break

www.sopadre.com/spring-break
Find Hotel Deals in South Padre. Browse Hotels, Condos & More Here!

Cheap Spring Break Trips

www.sopadre.com/spring-break
Stretch Your Dollar in South Padre! Plan Your Spring Break Here.

Cheap Spring Break 2016

www.sopadre.com/spring-break
Plan an Affordable College Spring Break Trip to South Padre!

Cheap Spring Break Trips

www.sopadre.com/spring-break
Save Your College Dollars and Visit South Padre!

Hub For Spring Break Fun

www.sopadre.com/spring-break
Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.

Want Spring Break Ideas?

www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

Spring Break Ideas

www.sopadre.com/spring-break
Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.

2016 Spring Break Spots

www.sopadre.com/spring-break
South Padre is the Perfect College Spring Break Location!

Spring Break 2016

sopadre.com/Spring-Break-2016
#1 College Spring Break Location. Start Your 2016 Spring Break Now!

Spring Break on the Beach

www.sopadre.com/spring-break-2016
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

#1 Spring Break Spot

www.sopadre.com/spring-break
Plan a Trip to the Top College Spring Break Location!

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	2,090	69	3.30%	\$4.27	\$47.21	\$498



Bing/Yahoo

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$74.15/day

Affordable Family Trips

Family Spring Break at South Padre
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Best Family Spring Break

Endless Beaches, Dolphin Watching &
More at South Padre Island!
www.sopadre.com
(mobile)

Family Spring Break

South Padre Island has Family-fun
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Spring Break Activities

See Wildlife and Discover Nature.
Book your family vacation today!
www.sopadre.com
(mobile)

Spring Break Family Deals

Plan your South Padre Island Escape
Explore, Relax and Save - Book now!
www.sopadre.com
(mobile)

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	16,918	324	1.92%	\$3.92	\$74.15	\$1,271.13



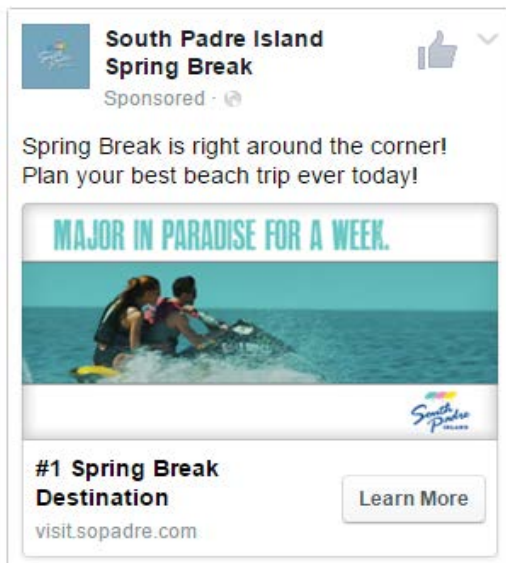
Facebook

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$410.96/day



South Padre Island Spring Break
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Spring Break is right around the corner!
Plan your best beach trip ever today!

MAJOR IN PARADISE FOR A WEEK.

#1 Spring Break Destination
visit.sopadre.com

[Learn More](#)



South Padre Island Spring Break
Sponsored · 🌐

Now is the time to start planning your spring break beach party of a lifetime!

GET YOUR MASTER'S IN NOTHING.

Ready for Spring Break?
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	1,993,218	26,902	1.39%	\$0.37	\$410.96	\$10,151.07

Facebook

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$185.38/day

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It's never too early to start planning your best family spring trip ever!



COME TO AN ISLAND WITH YOUR FAVORITE PEOPLE.

Best Family Spring Break
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It's never too early to start planning your family spring break trip!



MAKE SPRING BREAK THE WEEK YOU ACTUALLY TAKE A BREAK. BOOK NOW.

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visit.sopadre.com

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	785,393	16,634	1.22%	\$0.28	\$185.38	\$3,957.93

Facebook

Winter Texan

Type: Search Network, PPC

Target Audience: Canada, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, New York, North Carolina, North Dakota, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee, Vermont, Wisconsin

Budget: \$48.53/day


South Padre Island Spring Break
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Need a break from the winter cold? Come visit South Padre Island!



HOW TO TRAVEL DURING WINTER. VISIT SOUTH PADRE.

Get Away From the Cold
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South Padre Island Spring Break
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Come visit sunny South Padre Island where it's always warm!



Missing Warm Weather?
 Visit us to learn more about S...
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Need a break from the winter cold? Come visit South Padre Island!



Get Away From the Cold
 Visit us to learn more about S...
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[Learn More](#)

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Winter Texans	167,567	3,712	1.99%	\$.35	\$48.53	\$1,302.63

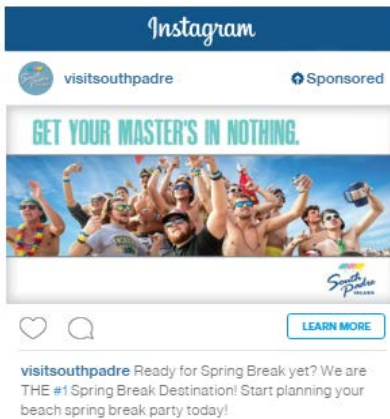
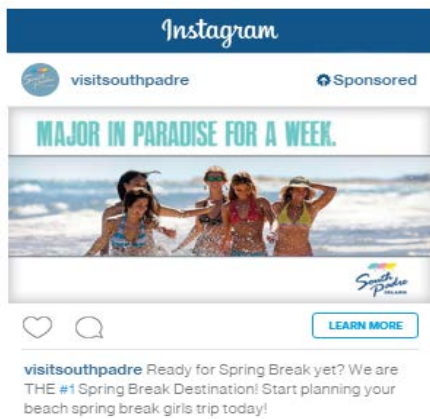
Instagram

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$250/day



12/1-12/31 Performance

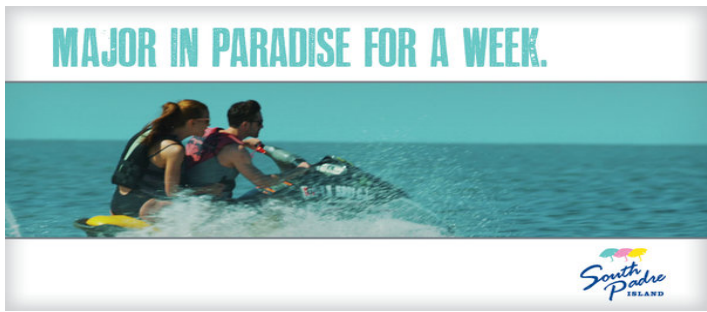
	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	1,156,098	1,219	.11%	\$7.43	\$250	\$8,886.50

AdRoll

College Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$90.49/day



12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	2,879,113	881	.17%	\$3.42	\$90.49	\$2,823.39

AdRoll

Family Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$94.42/day

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	21,292	21	.10%	\$5.23	\$94.42	\$109.80



Google AdWords

Updated any ad bids for keywords falling below the first page minimum bid
Updated MX campaign to include Spanish keywords, Spanish ad copy, Spanish Unbounce page
Family Spring Break performance is beginning to improve with average daily clicks up by 145% and CTRs up 66% since new creative was introduced
Spring Break keywords are becoming more expensive as more businesses begin to compete for words – goal is to keep overall average CPC as low as possible (below \$10) while still gaining placement on first page listings
Updated Unbounce URLs for Google Analytics identification/reporting

Bing

Average daily clicks and CTR both increased for College and Family Spring Break campaigns
Top performing ad copy for Cold Weather campaign same as AdWords copy but still very low-performance compared to AdWords

Facebook

Average daily clicks continued to outperform previous ads and increased 122%
Updated Unbounce “Cold Weather/Winter Texans” page with video, additional links for Facebook campaign
Introduced “Cold Weather/Winter Texans” Facebook ads (new creative)

Instagram

Launched new Instagram ads for College and Family Spring Break campaigns 12/1
Instagram has the highest level of engagement, however, total number of clicks and CTR is below Facebook
Continued and will continue to monitor spend as CPC continues to rise
Average daily clicks compared to old creative outperformed old creative with a 434%

AdRoll

Reallocated Family Spring Break AdRoll spend to Google Adwords (campaign is now paused)
Average daily clicks and CTR continued to slightly increase
College Spring Break Facebook retargeting campaign driving awareness but low CTR and clicks compared to impressions

UNBOUNCE

College Spring Break

TAG continues to optimize the College Spring Break Unbounce page, recently including UME featured artists. In December, 166 email leads were received. Since including more links in the Unbounce page, SPI has received significantly higher CTRs for the sopadre.com site and higher Spring Break request form leads (217 in December versus 163 in November – 258 as of January 16) directly from sopadre.com.

Unbounce Family Spring Break

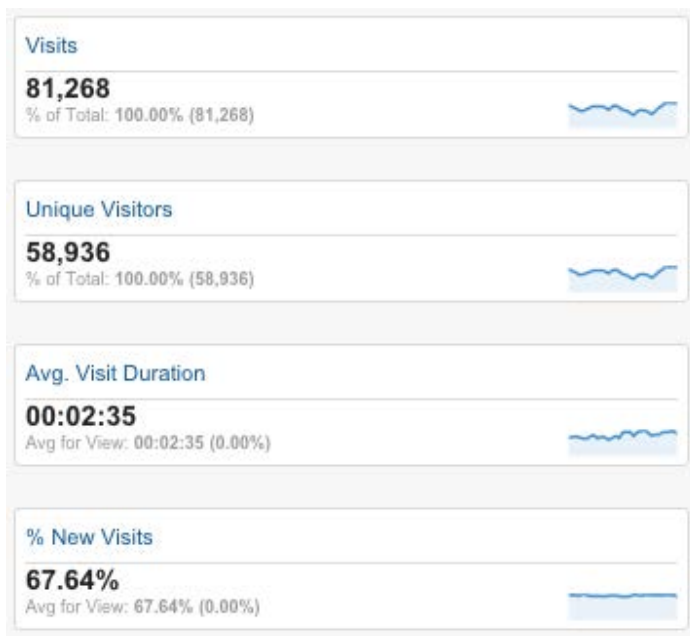
In November, 8 Unbounce email leads were received. In December, 53 email leads were received. TAG continues to optimize the page and recently added family-friendly/family-only accommodations on the page.

Unbounce Winter Texans/Cold Weather

TAG continues to optimize the Winter Texans/Cold Weather Unbounce page and continues to monitor activity. In November, SPI received 32 email leads. In December, SPI doubled that number, receiving 65 email leads.

GOOGLE ANALYTICS OVERVIEW

In December, we saw a drop in total visits compared to November, but an increase in both new visits and average visit duration, as well as pageviews. TAG continues to examine analytics regularly, monitoring visits, bounce rates, pageviews, organic searches, AdWord campaign clicks and Unbounce link CTRs. In December, TAG saw an increased CTR for /spring-break-2016, /events/ and /lodging/.



PAGEVIEWS/PAGES PER VISIT



HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
United States	76,294	00:02:38
Canada	2,508	00:01:42
Mexico	1,215	00:02:21
United Kingdom	172	00:01:24
India	98	00:01:58
Germany	95	00:02:21
France	84	00:00:33
Brazil	49	00:01:48
Australia	39	00:01:43
Netherlands	34	00:01:22

HIGHEST-RANKING STATE VISITS

Region	Sessions	Pages / Session
Texas	31,125	2.54
Illinois	4,882	2.27
Michigan	4,043	1.98
California	2,584	1.99
New York	2,362	1.86
Minnesota	2,282	2.96
Missouri	2,276	2.67
Ohio	2,100	2.28
Wisconsin	1,908	3.04
Florida	1,729	1.63

HIGHEST-RANKING TEXAS CITY VISITS

Visits and Pages / Visit by City

City	Sessions	Pages / Session
Houston	8,947	2.55
Dallas	4,151	2.61
South Padre Island	2,343	2.98
Austin	2,322	2.94
San Antonio	2,069	4.78
Brownsville	1,316	3.13
McAllen	903	2.97
Arlington	762	2.59
Harlingen	673	2.96
Plano	601	2.92

Meetings and Planning

- Worked on 2016 Month-by-Month Plan
- Developed Texas “Big 5 Markets” media list, Midwest regional dailies/weeklies media list and Texas/regional lifestyle publications list
- Monitored Google Alerts for coverage

Materials

- Finalized and fact-checked Media Kit components (SPI Backgrounder, Fast Facts, Accolades and several “Evergreen” news releases – including one on Nature Tourism and one on Water Sports)
- Finalized draft of Travel Writer Policy
- Drafted “Summer Fun” pitch
- Worked on Fishing news release
- Drafted Spring Break events press release
- Worked on media list specific to Spring Break events

Media Pitching

- Developed and sent individualized “Summer Fun” pitches to the following media:
 - Lori Moffatt, Texas Highways
 - Madeline Hollern, Austin Monthly
 - Rebecca Fontenot, San Antonio Monthly
 - Lisa McLaren, D Magazine
 - Stephen Kirchner, Byways Magazine
 - Elizabeth Hutchison, Garden & Gun Magazine
 - Mary Dunklin, Dallas Morning News
 - Kristin Finan, Austin American Statesman
 - Jody Schmal, Houston Chronicle
 - Stephanie Allmon, Austin American Statesman
 - Terry Scott Bertling, San Antonio Express-News
 - Amy Bertrand, St. Louis Post-Dispatch
- Developed press release for Spring Break events, UME and Beach Bash Music Fest; pending client approval.
- Followed up with Travel Channel and Huffington Post reporters for add-on / follow-up opportunities for future stories on South Padre Island.

Results

Travel Channel.com, “Your Guide to South Padre Island,” by Valerie Conners, January 2016.

Comprehensive overview of things to do on South Padre Island.

<http://www.travelchannel.com/destinations/us/tx/articles/your-guide-to-south-padre-island-texas>

Texas Monthly.com, “2016 Texas Travel Bucket Lists,” by Jordan Breal, Jan. 7, 2016.

Watching sea turtle hatchlings make their way to the Gulf in South Padre Island is featured on “The Daytripper” host Chet Garner’s Texas Bucket List.

http://www.texasmonthly.com/travel/2016-texas-travel-bucket-lists/?utm_source=Sailthru&utm_medium=email&utm_campaign=DEL%2001.08.16&utm_term=Drop%20Everything%20List

Dallas Morning News, “Regional Travel: Texas and Neighbors,” by Mary Dunklin, Jan. 16, 2016.

Roundup article includes South Padre Island’s Kite Fest as an upcoming event to check out.

<http://www.dallasnews.com/lifestyles/travel/regional/20160116-texas-neighbors-hotel-deal-cooking-classes-let-guests-sample-santa-fe-specialties.ece>

ADDITIONAL UPDATES/UPCOMING PROJECTS

- SPI Brand Campaign in Development
- January launch of B2B and Cold Weather/Winter Texans PPC campaigns
- B2B and Midwest/Canada Display ad placement (January)
- Monterrey Cable (:20 Spanish Family Leisure) (1/25-2/14 and 2/22-3/13)
- Monterrey Radio (:20 Spanish Script) (2/1-2/21 and 2/29-3/20)
- Continued RGV Cable (:30 English/Spanish Family Leisure and :30 Empty Nesters)
- January launch of Spanish-language Unbounce landing page
- January launch of B2B Unbounce landing page
- March Texas Monthly ad
- Continued El Norte w/messaging specific to Monterrey market
- Semana Santa PPC campaign (January)
- Continued updates to PPC/Paid Social Media campaigns
- B2B Wall Street Journal Partner Opportunity (January)
- General Tourism Advertising/Coop Program development (January)
- Social Media Audit (present to SPI CVB team February 3)
- SPI CVB Media Training at TAG (February 3)

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and possible discussion concerning the CVB Sales Report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Convention Development Report

Mike Flores-Senior Sales Manager

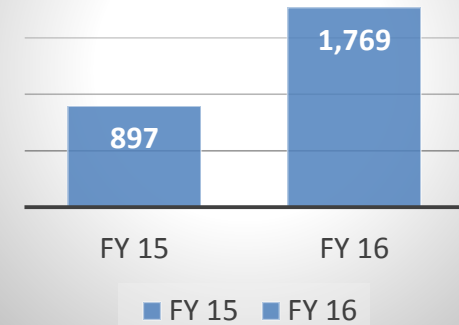
Vedette Garza-Convention and Sales Assistant



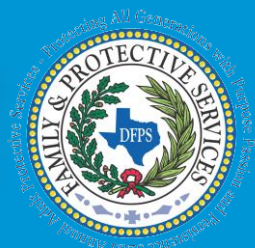
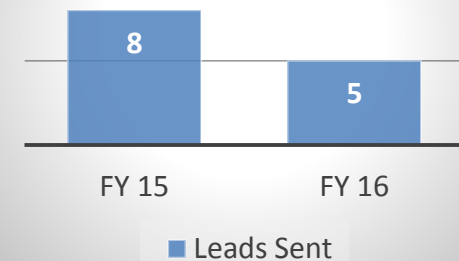
Leads Sent in December 2015

Group Name	Year	Room Nights	New or Repeat
SPI Dance and Drill Team (Jr. and Sr. events)	2016	240	Repeat
First Baptist Church of Edinburg-Women's Retreat	2016	40	New
S.P.A.T.S.	2016	220	Repeat
Texas Counseling Association	2017	1,036	New
EOY Summer Leadership Conference (TCA)	2017	233	New

Leads Sent in Room Nights



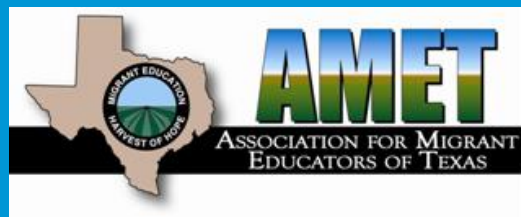
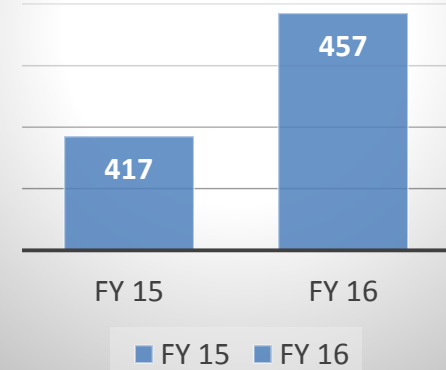
Total Leads Sent



Business *Turned Definite* in December 2015

Group Name	Year of Event	Total Room Nights
S.P.A.T.S., South Padre Athletics Training Seminar	2016	220
T.E.E.X., Texas A&M Agricultural Extension	2016	60
The Cowen Law Group	2016	27
Trauma Advisory Council	2016	150

Business Turned Definite in Room Nights



Lost or Cancelled

Group Name	Year of Event	Total Room Nights	New or Repeat	Reason for loss
National Ministers Prayer Conference	2016	185	New	A regional representative originally brought this event to the CVB. The National selection committee was unwilling to hold an event south of San Antonio.
Diocesan Young Adult Conference	2016	12	New	This is was an extremely rooms-to-space ratio event and their desired price point over a weekend in the month of April precluded them from closing a deal with any full-service properties.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding requests on returning special events:

- a) Jailbreak-Run the Jailbreak (May 2016)
- b) HinoPalooza-SPI Bike Rally (September 2016/October 2016)
- c) Jailbreak-SPI Marathon 2016 (November 2016)
- d) Sand Sculpture Trail (Ongoing)
- e) Urban Science Initiative-National Tropical Weather Conf. (April 2016)
- f) Sand Crab Run (April 2016)
- g) Splash South Padre (April 2016)
- h) Texas Gulf Surfing Association (March 2016)
- i) Texas International Fishing Tournament (August 2016)
- j) South Padre Penguin Plunge (Post Report)
- k) Sand Castle Lessons-SPI Visitors Center Sandcastle (Post Report)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Jailbreak-Run the Jailbreak Event. (May 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the HinoPalooza-SPI Bike Rally (September/October 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Jailbreak-SPI Marathon.
(November 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Sand Sculpture Trail.
(Ongoing)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Urban Science Initiative-National Tropical Weather Conference. (April 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Sand Crab Run (April 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Splash Event (April 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Texas Gulf Surfing Association (March 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Texas International Fishing Tournament. (August 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion regarding post report for the South Padre Penguin Plunge.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 27, 2016

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion regarding post report for SPI Visitors Center Sandcastle.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS