

**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, August 24, 2016**  
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 July 21, 2016 Regular Meeting.
- 5) Presentation of Post Report from Special Events: (Arnold)
  - a. 2016 Summer Longest Causeway Run & Fitness Walk
- 6) Discussion and action regarding application for funding requests on new or returning special events:
  - a. Winter Outdoor Wildlife Expo (WOWE)
- 7) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
  - a. Departmental Updates
    - \*Administrative Updates
    - \*Group Sales Updates
    - \* Financial Updates
    - \*Communication Updates
- 8) Presentation and possible discussion concerning the Atkins Group Report.
  - a. FY17 Media and Marketing Plan
  - b. July 2016 Marketing Report
- 9) Discussion and action concerning renewal of the Atkins Group 2016-17 contract.
- 10) Set new meeting date for September 2016.
- 11) Adjourn.

DATED THIS THE 19th DAY OF AUGUST 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 August 19, 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.