


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, October 26, 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 September 28, 2016 Regular Meeting.
- 5) Presentation of Post Report from Special Events: (Arnold)
 - a. Splash
 - b. SPI Bike Rally
- 6) Discussion and action regarding City Council recommendation for CVB funding for the RGV Reef project at the level of \$39,068.00. (Arnold)
- 7) Presentation regarding the Valley International Airport. (Mulet)
- 8) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - * Financial Updates
 - *Communication Updates
 - *TAG Report
- 9) Discussion and action to reschedule or cancel holiday Board Meetings for November and December 2016.
- 10) Adjourn.

DATED THIS THE 21ST DAY OF OCTOBER 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 October 21, 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

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.

<p>CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA</p>
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MEETING DATE: October 28, 2016

<p>ITEM DESCRIPTION</p>

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 September 28, 2016 Regular Meeting.

<p>RECOMMENDATIONS/COMMENTS</p>
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Approve Consent Agenda

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

WEDNESDAY, SEPTEMBER 28, 2016

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, September 28, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: Vice-Chairman Joe Ricco, Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin, and Sean Till. Also present Ex-Officio Michael Jones, Jose Mullet and Robert Salinas.

City staff members present were CVB Director Keith Arnold, CVB Accountant Lori Moore, Business Development Director Michael Flores, Nancy Botello, Media Relations Manager.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. CONSENT AGENDA:

Board Member Creinin made the motion, seconded by Board Member Greenwood to approve the Consent Agenda. Motion carried on a unanimous vote.

- a. Approval of minutes August 24, 2016 Regular Meeting.

V. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS:

Ms. Roxanne Harris, South Padre Island Chamber of Commerce President, gave the Board a presentation concerning the post report mentioned below.

- a. LKT Fishing Tournament

VI. PRESENTATION REGARDING THE BROWNSVILLE SOUTH PADRE ISLAND INTERNATIONAL AIRPORT.

Presentation was given by Michael Jones regarding the history and future renovation plans of the Brownsville South Padre Island International Airport.

VII. PRESENTATION AND POSSIBLE DISCUSSION REGARDING FUNDING THE FRIENDS OF RGV REEF PROJECT.

Presentation was given by Daniel Bryant. Mr. Bryant mentioned they are requesting help from the CVB to fund this project. Keith Arnold, CVB Director will check the rules and inform the CVA Board if this project qualifies for funding.

VIII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S SUMMARY REPORT.

Presentation was given by Keith Arnold, CVB Director regarding the items listed below.

- a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - * Financial Updates
 - *Communication Updates
 - *TAG Report

IX. SET NEW MEETING DATE FOR SEPTEMBER 2016.

New meeting date was set for October 26, 2016.

X. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 10:05 a.m.

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Chairman

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

MEETING DATE: October 28, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of post report from special events:

- a. Splash
- b. SPI Bike Rally

ITEM BACKGROUND

More information to be provided at the meeting concerning this agenda item.

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: October 28, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of post report from Splash.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: October 28, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of post report from SPI Bike Rally.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: October 26, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

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

a. Friends of RGV Reef Project

ITEM BACKGROUND

City Council took action at the Regular Meeting on October 26, 2016 requesting CVA Board to approve funding for the Friends of RGV Reef at a level of \$39,068.00 in the current Fiscal Year.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CITY COUNCIL MEETING**

NOTICE IS HEREBY GIVEN THAT THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, WILL HOLD A REGULAR MEETING ON:

WEDNESDAY, OCTOBER 19, 2016

5:30 P.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 Comments and Announcements:** *This is an opportunity for citizens to speak to Council relating to agenda or non-agenda items. Speakers are required to address Council at the podium and give their name before addressing their concerns. [Note: State law will not permit the City Council to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future City Council meeting]*
4. **Presentations and Proclamations:**
 - a. Proclamation: Chamber of Commerce Week
5. **Approve Consent Agenda:**
 - a. Approve minutes of October 5, 2016 Regular meeting. (S. Hill)
 - b. Approve invoices for payment. (Gimenez)
 - c. Approve the 2016/2017 Unincorporated Cameron County District 1 Zone 6 Emergency Services contract for Fire and EMS services. (Perez)
 - d. Approve resolution authorizing closure of Padre Boulevard (PR 100) Friday, December 9, 2016 for the Annual Christmas Parade; and authorizing the City Manager to enter into an agreement with Texas Department of Transportation (TxDOT) for the permitting of the event. (Hancock)
 - e. Approve excused absence for Theresa Metty from the October 5, 2016 City Council meeting. (Metty)
6. Discussion and action to approve first reading of Ordinance No. 16-21 vacating and closing a portion of a certain street/roadways within the city and known as the portion of West Kingfish Street located between the west right-of-way line of Laguna Boulevard along the line from the eastern property lines of (i) Lot 8, Block 65, and (ii) Lot 9, Block 66, Padre Beach Section V, through to the Laguna Madre, all according to the map or plat recorded in volume 14, page 68 of the map records of Cameron County, Texas; and authorizing the transfer of the said abandoned roadway to the abutting property owners. (Munarriz)
7. Discussion and action to consider funding request in the amount of \$19,534 for the artificial reef fall 2016 deployment. (Patel)

8. Discussion and action on possible amendments to Chapter 11, Article 12 (short term rentals) as requested by the South Padre Island Board of Realtors; and direct City Attorney to draft amending ordinance. (Stahl)
9. Discussion and possible action to approve Resolution No. 2016-31 amending Resolution No. 2014-25 by expanding the criteria for members of the Convention and Visitors Advisory Board. (Stahl)
10. Discussion and possible action to approve a Beach & Dune permit for mitigation efforts at Las Costas Condominiums located at 1900 Gulf Boulevard. (B. Hill)
11. Discussion and possible action to approve a Memorandum of Understanding between Partrac, Ltd. and the City of South Padre Island geared towards obtaining external funding for beach nourishment studies. (B. Hill)
12. Discussion and possible action to approve a proposal submitted by HDR Engineering to complete bathymetric survey of the beach and nearshore area. (B. Hill)
13. Discussion and possible action regarding a letter received from the Texas General Land Office (GLO) citing violations of the open beaches act located at walkway at the Pearl beach access. (B. Hill)
14. Adjourn.

WE RESERVE THE RIGHT TO GO INTO EXECUTIVE SESSION REGARDING ANY OF THE ITEMS POSTED ON THIS AGENDA, PURSUANT TO SECTIONS 551.071, CONSULTATION WITH ATTORNEY; 551.072, DELIBERATIONS ABOUT REAL PROPERTY; 551.073, DELIBERATIONS ABOUT GIFTS & DONATIONS; 551.074, PERSONNEL MATTERS; 551.076, DELIBERATIONS ABOUT SECURITY DEVICES; AND/OR 551.086, DISCUSS (A) COMMERCIAL OR FINANCIAL INFORMATION RECEIVED FROM A BUSINESS PROSPECT WITH WHICH THE CITY IS CONDUCTING NEGOTIATIONS, OR (B) FINANCIAL OR OTHER INCENTIVES TO THE BUSINESS PROJECT.

DATED THIS THE 14TH DAY OF OCTOBER 2016

Susan M. Hill, City Secretary

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE 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 CITY HALL/MUNICIPAL BUILDING ON **OCTOBER 14, 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.

Susan M. Hill, City Secretary

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, JAY MITCHIM; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-1025.

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

MEETING DATE: October 26, 2016

NAME & TITLE: Jose Mulet, CVA Ex-Officio Member

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation regarding the Valley International Airport.

ITEM BACKGROUND

More information to be provided at the meeting concerning this agenda item.

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: October 26, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning the CVB Director's Summary Report.

a. Departmental Updates

*Administrative Updates

*Group Sales Updates

* Financial Updates

*Communication Updates

*The Atkins Group Report

ITEM BACKGROUND

More information concerning this agenda item will be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

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Comments:

RECOMMENDATIONS/COMMENTS

SPI September Quick Hits

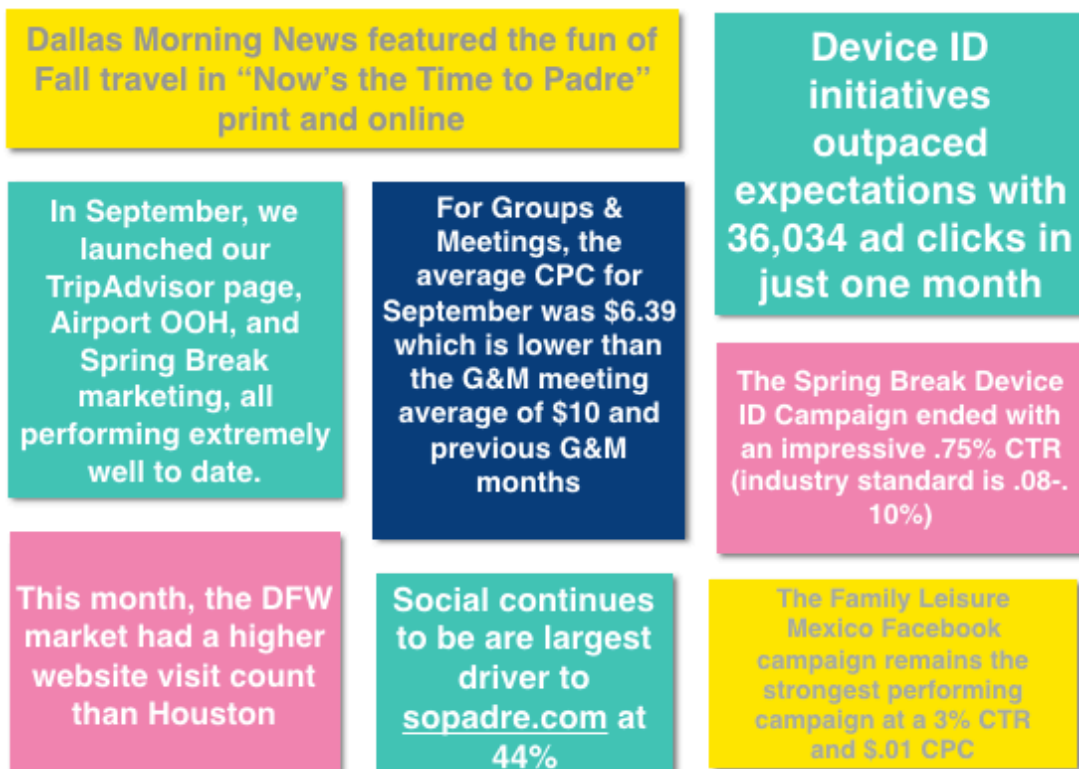
October 26, 2016

Overview

September was an exciting month in ending FY16 with new initiatives supporting strong results. We launched our TripAdvisor page, becoming part of the top 5% of owned pages in content. We also launched an animated airport video into several Texas airports, illustrating the proximity of the island to that airport's city.

For Spring Break, our Device ID program garnered impressive results. In one-month time, we received 374 email leads via our landing page, 36,034 clicks on our ads, 4,810,159 impressions, and a low cost per click of \$.69. The average click through rate for the college student demographic is 0.06-.010%. Our campaign averaged an impressive 1.04% CTR.

On top of these new media ventures, the Island received a huge added value hit with the Dallas Morning News. A print and digital article featured the fun of traveling to SPI during the Fall months. This is a perfect complement to our fall time-period marketing strategy.



TAG Marketing Report – September 2016

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.

Family Leisure – Texas including RGV

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Weatherbug
- Travel Guides Free
- Texas State Travel Guide (May – September)
- Texas Highways Events Calendar (May – August)
- Texas Monthly (September)
- Texas Parks and Wildlife Outdoor Annual
- TourTexas.com (April – September)
- Southern Living (September)
- See Texas First (July & September)

Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Canadian Traveler E-Blasts (April – September)

RGV/Weekenders

- :30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December – September)
- :30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (April-June)

- :30 Family Leisure Radio Spot (English) KVLU, KBFM, KGBT (April-June)

Mexico/Monterrey

- SEM
- PPC Campaign
- Cable (May – September)
- El Norte (January – September)

Groups/Meetings

- SEM
- eBlast (regional & national)
- TSAE E-blasts (September)
- OOH – Harlingen & McAllen (February – May)
- WSJ Insert (July & September)
- Austin Monthly (July and August)

September Q4 Initiatives

- Device ID Targeting (Spring Break)
- SEM (Spring Break)
- TripAdvisor Partnership ad units
- United Airlines Hemispheres (FP4C)
- American Way Magazine (FP4C)
- Austin Airport OOH
- Houston Hobby (:10 34 screens)
- Houston Intercontinental (:10, 34 screens)
- DFW International (:10, 34 screen)
- Dallas Love Field (:10, 31 screens)
- San Antonio Airport (:10, 10 screens)

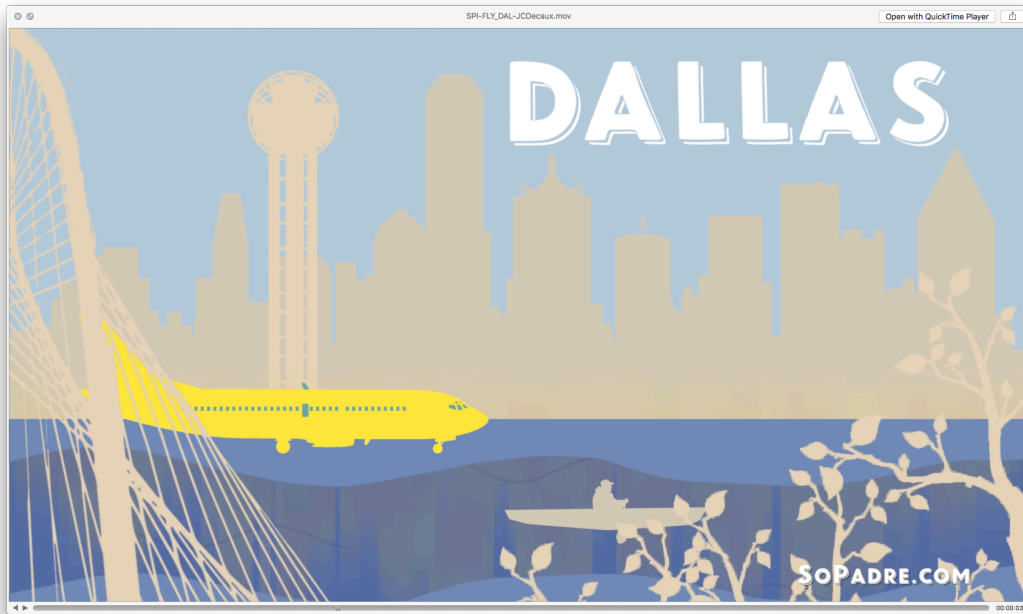


theatkinsgroup

MEDIA FLOWCHART – Q4

FISCAL YEAR 2016																	
2016 MEDIA CAMPAIGN																	
Market		JULY				AUGUST				SEPTEMBER							
Media Vehicle		27	4	11	18	25	1	8	15	22	29	5	12	19	26		
Subtotal Leisure Midwest																	
NATURE TOURISM (Texas & Shoulder States)																	
DIGITAL	Display (All Platforms)																
	Bird Watcher's Digest (E-blast)																
	Bird Watcher's Digest (728x90 ROS)																
	Texas Fish & Game - Facebook Promotion																
	Birdwatching Magazine (180x150 E-Blast Banner)																
PRINT	Texas Saltwater Fishing Magazine (FP4C)																
	Bird Watcher's Digest (FP4C - Sep/Oct)																
	Birdwatching Magazine (FP4C - Sep/Oct)																
	Texas Fish & Game Magazine (FP4C)																
	Texas Lakes & Bays (Annual - Back Cover)																
Subtotal Nature Tourism																	
RGV WEEKENDERS																	
TV	Cable																
RADIO	Radio																
PRINT	RGV Guidebook FP4C																
Subtotal RGV																	
MEXICO (Monterrey)																	
DIGITAL	SEM (Google; Yahoo/Bing) & PPC																
TV	Cable /TV																
RADIO	Radio																
PRINT	El Norte FP4C																
OOH	BrandUSA (TV, Print, Online, Radio)																
	Outdoor Billboard																
Subtotal Mexico																	
SEPTEMBER Q4 PLAN																	
DIGITAL	Device ID Targeting (Spring Break)																
	SEM (Google; Yahoo & Bing) (Spring Break)																
	Trip Advisor Premium Destination Sponsorship																
PRINT	United Airlines Hemispheres (FP4C Advertorial)																
	American Way Magazine (FP4C)																
OOH	Houston Hobby (:10, 14 screens)																
	Houston Intercontinental (:10, 34 screens)																
	DFW International (:10, 31 screens)																
	Dallas Love Field (:30, 33 screens)																
	San Antonio Airport (:10, 10 screens)																
	*14x48 Permanent Bulletin (Austin)																
	BEN WHITE-S/S, 0.5 MI W/O HWY 183 - F/E																
Subtotal September Q4																	
B2B GROUP MEETINGS																	
Media Vehicle		27	4	11	18	25	1	8	15	22	29	5	12	19	26		
TRADE	TSAE Association Leadership 1/2P4C																
	Texas Meetings & Events 1/2P4C																
Subtotal Trade																	
DIGITAL	Display & Pre-Roll (Austin)																
	Display Re-targeting (Austin)																
	SEM (Google; Yahoo & Bing)																
	E-blasts																
	(DFW, Houston, SA, Austin/San Marcos, RGV)																
	E-blasts																
	(AK, LA, NM, OK, TX)																
	TSAE E-blasts (Multiview)																
OOH	RGV Digital Billboards																
	SS EXP 83 50' E/O Beckham Rd (Harlingen)																
	NS EXP 83 50'E/O Sugar Rd (McAllen)																
PRINT	Texas Town & City FP4C																
	WSJ Insert (Austin, SA, RGV)																
	Austin Monthly (1/2 pg, 4c)																
	Austin Monthly (1/3 pg Advertorial)																
	Austin Monthly (e-blast)																
Subtotal Meetings																	
		Gross \$ \$462,379.40															

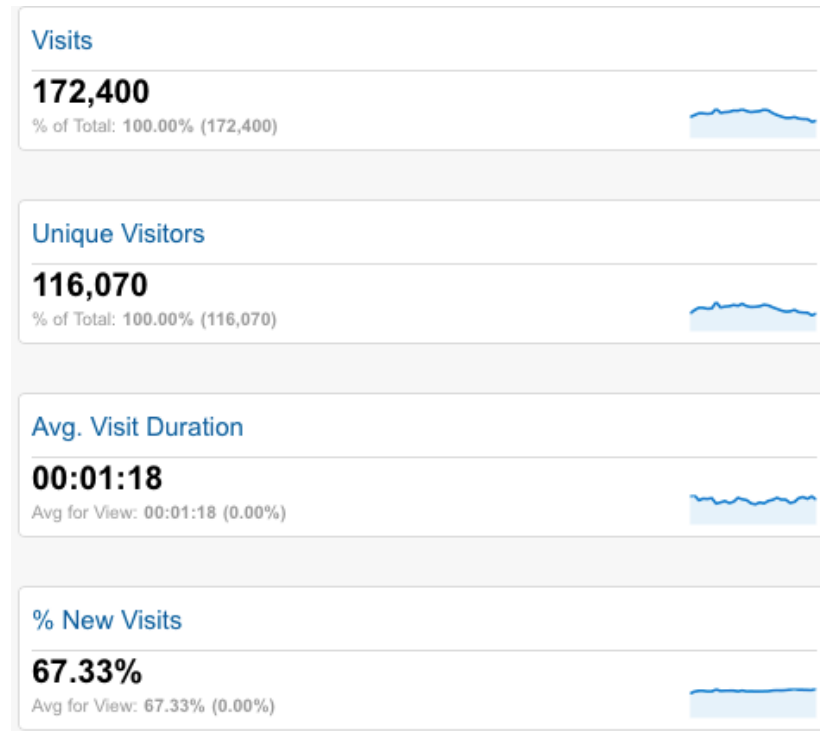
CREATIVE EXAMPLE: AIRPORT OOH – DALLAS, HOUSTON AND SAN ANTONIO



CREATIVE EXAMPLE: COLLEGE SPRING BREAK DEVICE ID AD UNITS



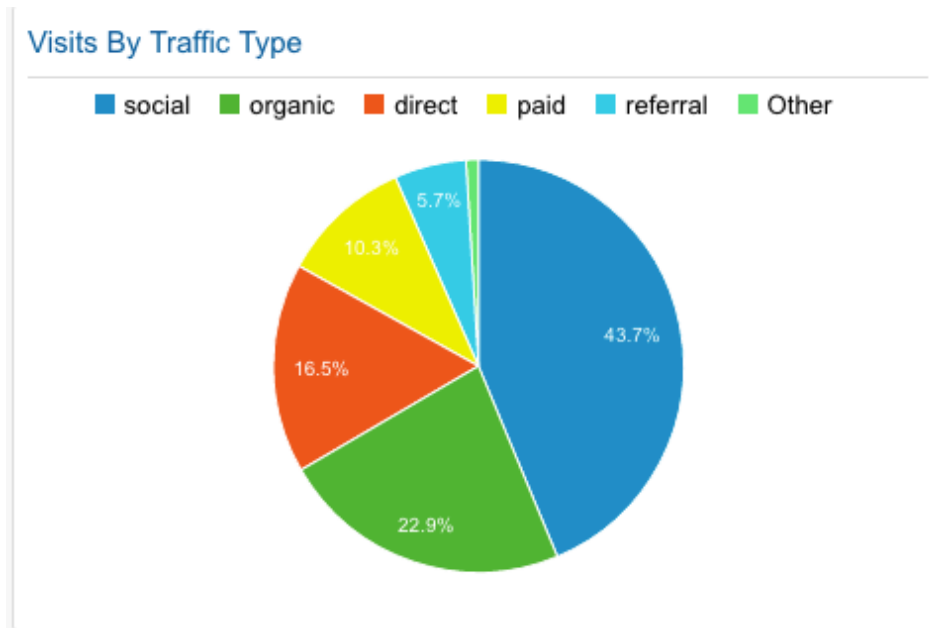
GOOGLE ANALYTICS OVERVIEW SEPTEMBER 1-30 2016



PAGE VIEWS/PAGES PER VISIT



VISITS BY TRAFFIC TYPE













DEVICE TYPE

1.	mobile	135,743	78.74%
2.	desktop	27,512	15.96%
3.	tablet	9,145	5.30%

HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
 United States	110,871	00:01:34
 Mexico	55,155	00:00:47
 Canada	3,334	00:01:08
 India	900	00:00:42
 United Kingdom	441	00:00:44
 Bermuda	178	00:00:09
 Germany	109	00:01:34
 Spain	70	00:00:57
 Italy	67	00:00:37
 Australia	57	00:00:32

HIGHEST-RANKING STATE VISITS

Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
Texas	52,237	2.61
Illinois	4,579	1.99
New York	3,843	1.66
Massachusetts	3,807	1.43
California	3,100	2.12
District of Columbia	2,896	1.36
Pennsylvania	2,890	1.77
Michigan	2,601	2.05
Wisconsin	2,233	2.29
Minnesota	2,180	3.02

HIGHEST-RANKING TEXAS CITY VISITS

City	Sessions	Page/Sessions
DFW Area	10,955	2.37
Houston	10,582	2.51
San Antonio	5,646	2.07
Austin	4,636	2.72
South Padre Island	2,129	3.15
Brownsville	1,294	2.58
McAllen	1,070	2.60
Harlingen	828	2.44
Corpus Christi	582	2.40

PUBLIC RELATIONS UPDATE

Meetings and Planning

- Worked with team to initiate 2017 PR Plan and Monthly Pitching Calendar
- Participated in weekly client calls and weekly internal team calls.
- Monitoring through Burrelle's Luce.

Materials

- Developed Mature Lifestyle media list in Cision for Winter Texan news release distribution.
- Updated Midwestern travel editors and writers media list for Winter Texan news release distribution.
- Developed target list of prominent travel writers to invite for FAM visits to the Island in 2017.
- Drafted Winter Texans news release and secured client approval.

Media Pitching

- Pitched Winter Texan news release to Mature Lifestyle media list.

Results

www.BeautifulTravelDestinations.com, "18 Glorious Beach Breaks You can Actually Afford," Sept. 9, 2016.

<http://beautifultraveldestinations.com/18-glorious-beach-breaks-you-can-actually-afford/>

South Padre Island Boasts Tropical Fun For Any Budget Sept 1, 2016

<http://www.texasstandard.org/stories/south-padre-island-boasts-tropical-fun-for-any-budget/>

Dallas Morning News, "Why Fall is the Best Possible Time to Visit South Padre Island," by Helen Anders, Sept. 20, 2016.

<http://www.dallasnews.com/life/texas-travel/2016/09/20/fall-best-possible-time-visit-south-padre-island>

Dallas Morning News

The Dallas Morning News

Date: Sunday, September 25, 2016
 Location: DALLAS, TX
 Circulation (DMA): 372,277 (6)
 Type (Frequency): Newspaper (S)
 Page: 6K
 Section: Travel
 Keyword: City of South Padre Island, Texas

TEXAS

Now's the time to Padre

Cooler temps, fewer people, lower prices make the beach even better

By **HELEN ANDERS**
 Special Contributor

SOUTH PADRE ISLAND — The summer hordes have vanished, leaving only an occasional beach umbrella amid the laughing gulls standing on the beach as though with pride of ownership. This glorious period between Labor Day and Thanksgiving is low season on South Padre Island, and it's the best possible time to be here. Temperatures step down into the 70s and 80s, and prices drop to half (or less) what you'd pay in summertime.

It's a highly affordable getaway, especially if you can pair it with a Southwest fare sale (\$220 is a typical round-trip sale fare from Love Field) to Harlingen International Airport. You can typically rent a car for a week for around \$200. Or drive your own, if you can deal with nine or 10 hours on the road. The 75 mph speed limit most of the way would make the trip shorter, but construction on Interstate 35 generally cancels out the gain.

The demographic also changes in South Padre during the fall.

"There are still some families, but there are more empty nesters, singles and early retirees," says Mike Bigelow, marketing director of Schlitterbahn South Padre Island, whose water park includes an indoor segment that's open week-ends year-round, as well as anytime school's out. The water is heated, when necessary, to keep it at a constant 80 degrees. Schlitterbahn's

Shrimphaus restaurant doesn't close a day of the fall or winter season.

This Schlitterbahn includes a hotel, where a room for a family of four that went for \$242 a night back in summer can be had for \$109 now on weekdays. Rates also drop to just over \$100 at other full-service hotels such as Hilton Garden Inn and the Pearl, and if you choose a motel such as Super 8 or Travelodge, you might find prices as low as \$39. They change every day, depending on demand. Expect to pay less than \$200 a night for a condo.

You won't have trouble getting fed, even at the most popular restaurants, such as Blackbeards' (consistently good seafood) or Gabriella's (well-prepared Italian food and pizzas in an upscale atmosphere with a solid wine list). No reservations necessary.

What to do on South Padre

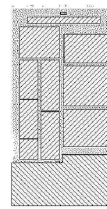
Island? Aside from Schlitterbahn, be sure to trek the boardwalk past shore birds at the South Padre Island Birding Center and visit Sea Turtle Inc., where rescued, injured turtles are rehabilitated and swim gamely in their tanks. If you like bars, visit Coconuts, Louie's or Laguna Bob on the bayside (they're in a clump, so you can easily hop), with great sunsets over the Laguna Madre. On the beach side, try Clayton's, a big bar that often features entertainment on fall weekends.

Of course, you can spend tons of time on South Padre's broad beach, with all its delicious sides: surfing, sand castle lessons, parasailing and more.

If you're a fan of sand sculpture, time your visit for Sand Castle Days, Oct. 6-9 this year, when competitive sand artists from around the world gather near Clayton's to compete for cash prizes. You'd expect hefty hotel rates during Sand Castle Days, but that's not the case, because most of the people who attend the event are local.

Thanksgiving brings the arrival of winter Texans, flocks of retirees mostly from the Midwest or Canada who often stick around until spring-breaking college crowds take over in March. Prices are still lower and crowds thinner than in summer, but you'll face more competition at the cheapest eateries. On the flip side, you'll find early-bird specials virtually everywhere. And, if you're between 40 and 55, you'll feel like the cutest, youngest thing on the island — and you probably will be.

Helen Anders is an Austin freelance writer.



Page 1 of 4

Texas Standard

[www.texasstandard.org/stories/south-padre-island-boasts-tropical-fun-for-any-budget/](#)

SEPT. 23-25


THE TEXAS TRIBUNE

Festival

OVER 11,000 ATTENDEES

since 2011 with record attendance expected in 2016

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SOUTH PADRE ISLAND BOASTS TROPICAL FUN FOR ANY BUDGET

There's free beaches, swanky spas and a sea turtle with a prosthetic fin.



By Marika Flatt | September 1, 2016 9:30 am

[Tweet](#)
[Like 167](#)
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Sherri Abendroth/Flickr (CC BY-ND 2.0)

Catch over 300 days of sun on one of Texas' biggest barrier islands.

September 2016 Insights:

Spring Break

- The Spring Break PPC campaign launched on 8/20
- CTR has been extremely strong at nearly 3% with a low CPC under \$2
- Over 300 leads have been captured for Spring Break travelers on the landing page

Family Leisure

- 70% of all search term clicks came from the state of Texas compared to 30% Midwestern states. This is similar to the previous months in 2016.
- The top performing search term was "things to do in South Padre Island"
- Mobile was preferred device for all social campaigns
- Texas and Midwestern regions generated similar social CPCs falling at \$.20
- The Family Leisure Mexico Facebook campaign remains the strongest performing campaign at a 3% CTR and \$.01 CPC
- Through the retargeting campaign, over 609K impressions were served to people who visited the Family Leisure landing page
- 384 email leads were captured through Unbounce to date

Nature Tourism

- Mirroring to the Family Leisure campaign, 70% of all search term clicks came from the state of Texas compared to 30% Midwestern states
- "Fishing" and "Birdwatching" were the top two keywords for all Nature Tourism search campaigns
- The average CPC in maintained under \$5 for all Nature Tourism regions
- Canada is the top region for the Nature Tourism Midwestern audience outside of Texas
- 58 email leads were captured through Unbounce to date

Groups and Meetings

- With over 69K impressions served, the Groups and Meetings SEM campaign drove over 280 ad clicks
- The average CPC for September was \$6.39 which is lower than the G&M meeting average of \$10 and previous G&M months
- 9 leads were generated from the Unbounce landing page

**Average travel destination TAG client CPC is \$4*

AdRoll Retargeting

	Cost (\$)	Impressions	Clicks	CTR	Average CPC (\$)
SPI Family Leisure Q4	2,190.31	609,691	1,199	0.20	1.83
SPI Nature Tourism Q4	934.88	252,638	560	0.22	1.67



AdWords

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)
Spring Break 2017	18,853.71	487,909	13,990	2.87	1.35
Family Leisure Q4 - TX	4,267.31	445,366	1,365	0.31	3.13
Family Leisure Q4 - MW	3,086.02	130,301	1,678	1.29	1.84
Nature Tourism Q4 - TX	1,826.32	587,303	593	0.10	3.08
Groups and Meetings Q4	1,795.91	69,143	281	0.41	6.39
Nature Tourism Q4 - MW	1,316.03	83,342	258	0.31	5.10

Family Leisure and Nature Tourism
Texas Targeting:
 Texas, United States (state)
 (Excluding; South Padre Island, Texas)

Family Leisure and Nature Tourism
Midwest Targeting:
 Canada (country)
 Colorado, United States (state)
 Illinois, United States (state)
 Indiana, United States (state)
 Kansas, United States (state)
 Kentucky, United States (state)
 Michigan, United States (state)
 Missouri, United States (state)
 Montana, United States (state)
 Nebraska, United States (state)
 New Mexico, United States (state)
 Ohio, United States (state)
 Oklahoma, United States (state)

Spring Break Targets:

1. Arizona State University	1. Assumption College	22. Lake Forest
2. Baylor University	2. Bloomberg University of Pennsylvania	23. LaSalle University
3. Bowling Green State University	3. Boston College	24. Le Moyne College
4. Butler University	4. Boston University	25. Lynchburg College
5. Central Michigan University-Mount Pleasant	5. Bridgewater State University	26. Mass College of Pharmacy Health Services
6. Clark University	6. California University of Pennsylvania	27. Mount Ida College
7. Ferris State University	7. Carnegie Mellon University	28. Northwestern University
8. Illinois State University	8. Clarion University of Pennsylvania	29. Pennsylvania State University-Main Campus
9. Illinois State University-Normal, IL	9. Coastal Carolina University	30. Rhode Island College
10. Mankato State (Minnesota State University-Mankato)	10. College of Charleston	31. Roger Williams University
11. Michigan State University	11. College of the Holy Cross	32. Sacred Heart University
12. Missouri State University	12. College of William and Mary	33. St. Joseph's University
13. Sam Houston State University	13. East Carolina College	34. Stonehill College
14. Southern Methodist University	14. Emerson College	35. University of Central Florida
15. South Dakota State University	15. Fairfield University	36. University of Pittsburg-Pittsburg Campus
16. St. Cloud State University	16. Florida State University	37. University of South Carolina
17. Texas Christian University	17. George Mason University	38. University of Vermont
18. University of Minnesota-Duluth	18. Georgetown University	39. University of Virginia
19. University of South Dakota	19. Gordon College	40. Vanderbilt University
20. University of Texas-El Paso, TX		
21. Western Michigan University	20. High Point University	41. Virginia Polytechnic Institute and State University
	21. James Madison University	42. Wentworth Institute of Technology
		43. Worcester Polytechnic Institute

Campaign Name

[Spring Break 2017 - Save & plan your vacation now](#)

visit.sopadre.com/--/--

Visit South Padre Island during Spring Break! Start the party on the island.

Spring Break 2017

[Cheap Spring Break Destination - Visit South Padre Island](#)

www.sopadre.com/--/--

#1 Spring Break Location in the US. Start Your 2017 Spring Break Planning Now!

Spring Break 2017

Campaign Name

[Family Water Sport Fun](#)

Endless Beaches, Dolphin Swimming & More at South Padre Island!
[visit.sopadre.com](#)

Family Leisure Q4 - TX

[Fun Family Activities](#)

South Padre Island has Family-fun Activities, Adventure, & More!
[visit.sopadre.com](#)

Family Leisure Q4 - TX

Campaign Name

[Family Water Sport Fun](#)

Endless Beaches, Dolphin Swimming & More at South Padre Island!
[visit.sopadre.com](#)

Family Leisure Q4 - MW

[Family Beach Activities - South Padre Island Texas](#)

[visit.sopadre.com/--](#)
Take a trip to the island for family adventures and more!

Family Leisure Q4 - MW

Campaign Name

[Experience Nature](#)

Enjoy Fishing by the Bay & open water at South Padre Island!
[visit.sopadre.com](#)

Nature Tourism Q4 - TX

[Nature-Based Tourism - Explore. Excursion. Experience](#)

[sopadre.com/--](#)
Experience the best nature activities of South Padre Island!

Nature Tourism Q4 - TX

Campaign Name

[The Best Nature Tourism - Explore Excursion Experience](#)

[sopadre.com/--](#)
See Birds, Dolphins & Sea Turtles of the tropical South Padre Island!

Nature Tourism Q4 - MW

[Experience Nature](#)

Enjoy Fishing by the Bay & open water at South Padre Island!
[visit.sopadre.com](#)

Nature Tourism Q4 - MW

Campaign Name

[Business on the Beach](#)

From Suit to Bathing Suit – Book tropical SPI for your next meeting.
[visit.sopadre.com](#)

Groups and Meetings Q4

[Company Retreat](#)

Revitalize your team on a tropical Texas Island - Learn More.
[visit.sopadre.com](#)

Groups and Meetings Q4

Facebook

	Campaign Name	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
Family Leisure MX Q4	Family Leisure MX Q4	2,043.48	5,000,564	157,553	3.15	0.01	155,433
Family Leisure Q4 - TX	Family Leisure Q4	3,213.69	944,614	14,396	1.52	0.24	13,577
Family Leisure Q4 - MW	Family Leisure Q4	2,430.91	1,030,668	15,068	1.46	0.17	14,663
Family Q4 - MW	Family Leisure Q4 - Instagram	687.47	84,708	597	0.70	1.67	1,733
Family Q4 - TX	Family Leisure Q4 - Instagram	1,371.02	182,282	1,092	0.60	2.17	1,926
Nature Tourism Q4 - TX	Nature Tourism Q4	1,138.54	343,326	5,233	1.52	0.25	4,804
Nature Tourism Q4 - MW	Nature Tourism Q4	1,056.32	432,887	4,932	1.14	0.23	4,752
Nature Q4 - TX	Nature Tourism Q4 - Instagram	727.76	115,274	919	0.80	1.56	2,801
Nature Q4 - MW	Nature Tourism Q4 - Instagram	237.19	48,357	276	0.57	1.24	982

Family Leisure Texas

Location: United States, Texas

Exclude Location: South Padre Island (+25) mi Texas

Age: 27 - 49

Interests: Adventure travel, Vacations, Canoe, Kite surfing, Windsurfing, Beaches, water sports, Travel or Parasailing; Parents (01-02 years); Parents with preschoolers

Nature Tourism Texas

Location: United States, Texas

Exclude Location: South Padre Island (+25) mi Texas

Age: 25 - 65

Interests: Adventure travel, Vacations, Fishing, Ecotourism, Birds, Travel + Leisure, Nature, Beaches, Horseback riding or Travel

Family Leisure Midwest

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

Exclude Location: United States: California; South Padre Island (+25) mi Texas

Age: 27 - 49

Interests: Adventure travel, Vacations, Canoe, Kite surfing, Windsurfing, Beaches, water sports, Travel or Parasailing; Parents (01-02 years); Parents with preschoolers

Nature Tourism Midwest

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

Exclude Location: United States: California; South Padre Island (+25) mi Texas

Age: 25 - 65

Interests: Adventure travel, Vacations, Fishing, Ecotourism, Birds, Travel + Leisure, Nature, Beaches, Horseback riding or Travel

Campaign Name



Visit South Padre Island

Sponsored

Like Page

Explore South Padre Island on your own terms, in your own way.



Just You & Your Canoe

Visit us to learn more about South Padre Island activities & events, request lodging..

VISIT.SOPADRE.COM

Learn More

142 Reactions 2 Comments 12 Shares

Family Leisure Q4

Campaign Name



Visit South Padre Island

Sponsored

Like Page

Experience nature at its best with dolphins, sea turtles & more!



Smile With The Dolphins

Visit us to learn more about South Padre Island activities & events, request lodging..

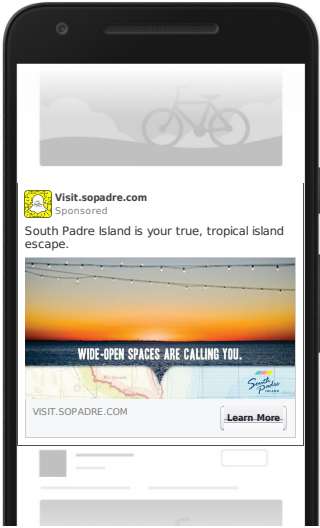
SOPADRE.COM

Learn More

10 Likes 1 Share

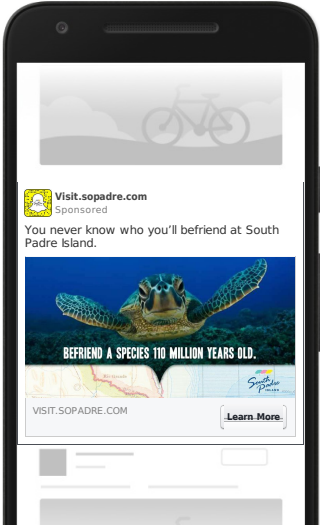
Nature Tourism Q4

Campaign Name



Family Leisure Q4 - Instagram

Campaign Name



Nature Tourism Q4 - Instagram

Device ID Targeting

FY16 9/2-9/30

Total Impressions served: 4,810,159

Average CTR: 0.75%

industry standard benchmark: between .08-.10%.

Total Clicks: 36,034

Total Device ID Clicks: 32,357 (89%)

This is an incredible amount of clicks for a campaign as this audience (college students) are very particular when being targeted online. Traditional CTR% across this group: (0.06% - 0.10%), Our Mobile Device ID Targeting had an average of 1.04% CTR.

*In addition, our High Impact Mobile interstitials had a 0.64% CTR and Our High Impact Tablet Interstitial had a 8.38%CTR. All are **well above** benchmark average.*

Cost per click: \$0.69

Device ID Impressions served on Tablet Devices: 94,972

Device ID Impressions served on Mobile devices: 3,001,943

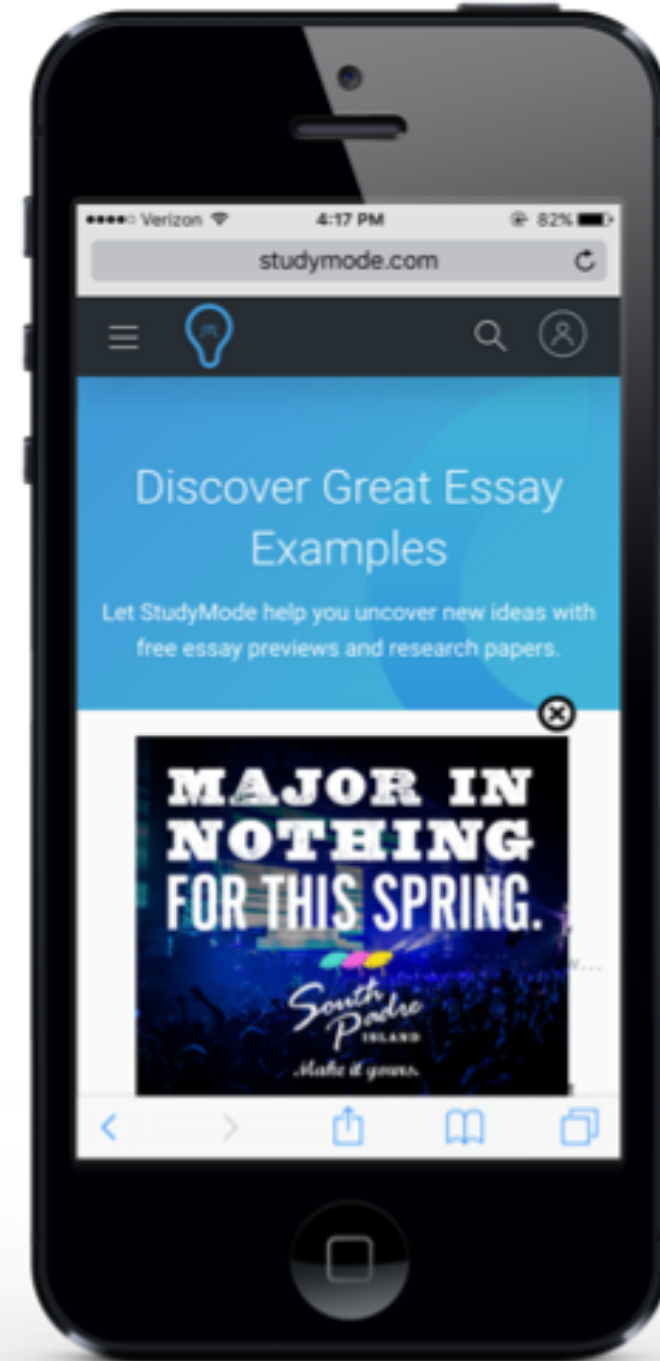
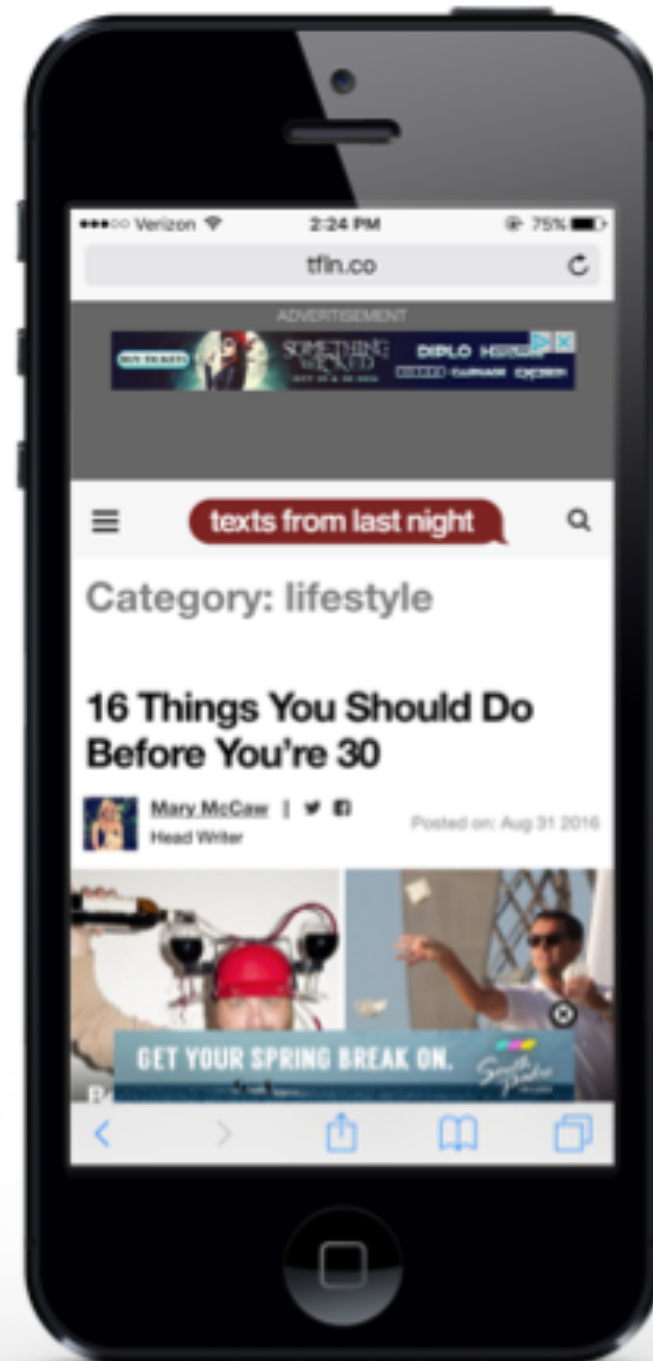
For our Landing Page

Email leads: 374 to date

Average Time Spent on Page: (:51)

Average Pages Viewed: 1.66

89% of users who visited the site were NEW USERS (people who haven't been on the SPI site in the past 30 days)



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

MEETING DATE: October 26, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Discussion and action to reschedule or cancel holiday Board Meetings for November and December 2016.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

November 2016 (United States)

December 2016

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30 ● New Moon	31 Halloween	1	2	3	4	5
6	7 ● 1st Quarter	8 Election Day	9	10	11 Veterans Day	12
13	14 ○ Full Moon City Council Chambers open	15	16	17	18	19
20	21 ● 3rd Quarter City Council Chambers Open	22	23	24 Thanksgiving Day	25	26
27	28	29 ● New Moon	30 City Council Chambers open	1	2	3

December 2016 (United States)

January 2017

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29 ● New Moon	30	1	2	3
4	5	6	7 ● 1st Quarter	8	9	10
11	12	13 ○ Full Moon	14 City Council Chambers open	15	16	17
18	19 City Council Chambers open	20 ● 3rd Quarter	21	22	23	24 Christmas Eve
25 Christmas Day	26 'Christmas Day' observed	27	28	29 ● New Moon	30	31 New Year's Eve