

<b>MINUTES CITY OF SOUTH PADRE ISLAND CITY COUNCIL WORKSHOP</b>
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**WEDNESDAY, JUNE 1, 2016**

**I. CALL TO ORDER**

The City Council Members of the City of South Padre Island, Texas held a Workshop on Wednesday, June 1, 2016 at the Municipal Complex Building, 2<sup>nd</sup> Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor Patel called the meeting to order at 10:00 a.m. A quorum was present: Council Member Dennis Stahl, Theresa Metty and Alita Bagley. Absent were Council Members Alex Avalos and Paul Munarriz.

City staff members present were Interim City Manager Darla Jones, Public Safety Director Randy Smith, Public Works Director Armando Gutierrez, Finance Director Rodrigo Gimenez, Administrative Services Director Wendi Delgado, CVB Director Keith Arnold, Environmental Health Director Victor Baldovinos, Transit Director Jesse Arriaga, Shoreline Director Patrick Barrineau Shoreline Program and Project Manager Brandon Hill, Interim Fire Chief Albert Perez and City Secretary Susan Hill.

**II. PLEDGE OF ALLEGIANCE**

Mayor Patel led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Public comments and announcements were given at this time.

**IV. DISCUSSION REGARDING STRATEGIC PLANNING FOR FUTURE PROJECTS:**

**A. SPRING BREAK AND SEMANA SANTA:**

- 1. OVERVIEW OF 2016 SPRING BREAK/SEMANA SANTA – WHAT WENT GOOD, WHAT WENT BAD, SAFETY CONCERNS, WHAT TYPE OF IMPROVEMENTS DO WE NEED IN PUBLIC SAFETY, TRASH COLLECTION ON THE BEACH, GULF BOULEVARD AND PADRE BOULEVARD.**
- 2. 2017 SPRING BREAK/SEMANA SANTA PREPARATIONS**
- 3. PUBLIC SAFETY REPORTS**
  - a. POLICE CALLS AND REPORTS**
  - b. FIRE CALLS AND REPORTS**
  - c. EMS CALLS AND REPORTS**

Public Safety Director Randy Smith gave an overview of the 2016 Spring Break/Semana Santa activities, outlined preparation taken and additional help rendered during this time frame. Also discussed was the management of crowds during major events during Spring Break, issues arising and possible solutions for next year.

**B. ECONOMIC DEVELOPMENT CORPORATION:**

- 1. PRIORITIES, PLANS AND PROJECTS FOR FY 2016-17.**
- 2. IDEAS CONCERNING ECONOMIC DEVELOPMENT IMPROVEMENT**

Joanne Williams, President of the South Padre Island EDC was present to answer any questions the City Council had. It was noted that the EDC and City Council will have a Joint Strategic Session workshop on June 15, 2016. City Council requested that EDC provide monthly updates at City Council meetings.



**C. CONVENTION AND VISITOR'S BUREAU:**

1. **HOTEL OCCUPANCY TAX (HOT) COLLECTION EFFORTS**
2. **HOT INCOME PROJECTIONS AND HOW WILL WE MEET THOSE GOALS**
3. **AMPHITHEATER PROJECT**
4. **MARKETING AND EVENTS STRATEGIES**

CVB Director Keith Arnold gave an update on Hotel Occupancy Tax collections and projections for the next fiscal year. Keith also gave a status report on the proposed Amphitheater Market and Financial Feasibility Study that Johnson Consulting is currently working on and stated that the expected completion of the study would be towards the end of June. Also discussed was the marketing and events efforts to promote South Padre Island as a premier, year-round leisure and convention/meetings destination to targeted audiences with an end result of positively promoting tourism, the convention and hotel industry and enhancing the quality of life on South Padre Island.

**D. SHORELINE DEPARTMENT:**

1. **CMP WALKOVERS**
2. **BENEFICIAL USE DREDGE MATERIAL (BUDM) COORDINATION WITH U.S. ARMY CORP OF ENGINEERS (USACE)**
3. **OFF-SHORE SAND SOURCE**
4. **RESTORE ACT GRANT APPLICATIONS**

Shoreline Management Director Patrick Barrineau along with Program & Project Manager Brandon Hill gave updates on the various Shoreline Department projects.

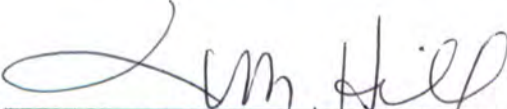
**E. CURRENT CITY PROJECTS:**

1. **MULTI-MODAL PHASE 2, RELOCATION OF MONUMENTS AT FOOT OF CAUSEWAY, BUILD ANOTHER GATEWAY SIGN, ESTABLISH A SMALL WALKING TRAIL, PARK AREA ON NORTH END OF MULTI-MODAL MEDIAN**
2. **PADRE BOULEVARD SIDEWALKS, LANDSCAPING, HARDSCAPING**
3. **PADRE BOULEVARD MEDIANS, TRAFFIC SIGNAL**
4. **GULF BOULEVARD PHASE 4 – PLANS TO ENSURE PROJECT DOES NOT INCUR PROBLEMS FACED IN PHASE 3**
5. **JOIN METROPOLITAN PLANNING ORGANIZATION (MPO); SUPPORT CREATION OF CAMERON HIDALGO COUNTY MPO**
6. **HAZARD MITIGATION PLANNING**
7. **HOW CITY MEASURES CUSTOMER SATISFACTION AND CUSTOMER SERVICE, CUSTOMER SERVICE SURVEY (ON-LINE BY SURVEY MONKEY, WRITTEN FORMS AVAILABLE WITH DROP BOX IN RECEPTION AREA)**

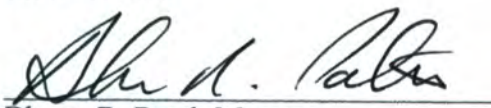
Updates and strategies on current and proposed City projects were discussed.

**V. ADJOURN.**

There being no further discussion, Mayor Patel adjourned the workshop at 1:19 p.m.

  
Susan M. Hill, City Secretary

APPROVED

  
Bharat R. Patel, Mayor

