

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:

THURSDAY, APRIL 27, 2017
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 March 22, 2017 Regular Meeting.
 - b. Approval of minutes February 22, 2017 Workshop.
- 5) Presentation and possible discussion by Dan Decker regarding the results from the CVA Strategic Planning Workshop. (Arnold)
- 6) Discussion and action concerning the funding proposal for Special Summer Advertising. (Arnold)
- 7) Update and possible action concerning the approval of RFP's as follows: (Arnold)
 - a. Independent third party to evaluate the Special Events Economic Impact.
 - b. Comprehensive Leisure Marketing Research Plan
- 8) Update, discussion and possible action concerning Subcommittee Sand Castles Events/Trail meeting. (Jones)
- 9) Update and possible discussion concerning the proposed Special Events Policy and revisions. (Block)
- 10) Presentation, possible action and discussion of The Atkins Group Marketing Report.
- 11) Presentation of Post Report from Chad Hart with Inertia Tours. (Jones)
- 12) Presentation and possible discussion for the CVB Director's Summary Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Financial Updates
 - *Communication Updates

13) Discussion and possible action concerning setting new meeting date for May 2017.

14) Adjournment.

DATED THIS THE 24th DAY OF APRIL 2017.

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 April 24, 2017, at/or before 9:00 A.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.