

City of South Padre Island Convention and Visitors Advisory Board

REGULAR MEETING

Wednesday, August 27, 2014
10:30 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

Cesar Cantor, Chairman Full Service Hotel Industry

Bill Donahue Full Service Hotel Industry

Arnie Creinin
Condominium Industry

Michael Jones Brownsville South Padre Island International Airport Ex-Officio Member Bryan Pinkerton, Vice Chairman Condominium Industry

Hershal Patel Full Service Hotel Industry

Anne Weiss
Limited Service Hotel Industry

Terence Chase Valley International Airport Ex-Officio Member

Questions regarding this agenda should be directed to the South Padre Island Convention & Visitors Bureau staff at 956-761-3000. This facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations of interpretive services must be made 48 hours prior to this meeting. Please contact building official, Jay Mitchim; ADA designated responsible party at (956) 761-8103.

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 27, 2014
10:30 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 for July 23, 2014 Regular Meeting.
- 5. Discussion and action related to the Laguna Madre Trail Boardwalk repairs.
- 6. Update, discussion and action regarding consideration for funding request on events:
 - a) 2015 National Tropical Weather Conference (April 2015)
 - b) Texas Gulf Surfing Association
- 7. Update, discussion and action regarding event funding guidelines.
- 8. Update and discussion regarding any developments or changes from the Website Sub-Committee concerning the Sopadre.com website.
 - a.) Analytics Report
 - b.) Minutes
- 9. Update, discussion and action on marketing for August –December 2014.
- 10. Update, discussion and possible action on CVB Events July 2014-December 2014.
- 11. Set new meeting date/agenda items for next meeting.
- 12. Adjourn.

DATED THIS THE 22 DAY OF AUGUS \$ 2014.

Rosa Zapata, CVB Administrative Assistant

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 <u>August 22, 2014</u>, at/or BEFORE <u>5:00 P.M.</u> AND REMAIND SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Administrative Assistant

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.



MEETING DATE: August 27, 2014

| ITEM | |
|------|--|

NOTE: All matters listed under Consent Agenda are considered routine by the Convention and Visitors 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. Approve minutes for the Regular Meeting held on July 23, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

| MEETING DATE: | August 27, 2014 | | | |
|-----------------------|-----------------------|--------------------|----------------------|----------------|
| NAME & TITLE: | Rosa Zapata, Admi | nistrative Assista | ant | |
| DEPARTMENT: | Convention and Vis | sitors Bureau | | |
| ITEM | | | | |
| Discussion and action | n regarding the appro | val of minutes fo | or July 23, 2014 Reg | gular Meeting. |
| ITEM BACKGROUND | | | | |
| BUDGET/FINANCIAL | SUMMARY | | | |
| COMPREHENSIVE PL | AN GOAL | | | |
| LEGAL REVIEW | | | | |
| Sent to Legal: | YES: | | NO: | - |
| Approved by Legal: | YES: | | NO: | - |
| Comments: | | | | |
| RECOMMENDATIONS | S/COMMENTS | | | |

Approve Minutes



South Padre Island Convention and Visitors Advisory Board Regular Meeting Minutes for July 23, 2014

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 25, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:00 a.m. A quorum was present: Anne Weiss, Vice-Chair Bryan Pinkerton, Bill Donahue, Arnie Creinin, Hershal Patel, Michael Jones.

Absent: Terrance Chase

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments and announcements were given at this time.

IV. APPROVE CONSENT AGENDA.

Board Member Donahue made a motion, seconded by Vice-Chairman Pinkerton to approve the Consent Agenda. Motion carried on a unanimously vote.

A. APPROVE MINUTES OF JUNE 25, 2014 REGULAR MEETING.

V. PRESENTATION BY SIMPLEVIEW.

Presentation by Jason Swick and Liz Wik with Simpleview was given at this time.

VI. DISCUSSIN AND ACTION REGARDIING EVENT FUNDING GUIDELINES.

Vice-Chairman Pinkerton made the motion for CVB Director Rachel Flores to take a look at the current guidelines and give the Board different options at the next meeting, seconded by Board Member Creinin. Vote taken motion carried unanimously.

VII. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR FUNDING REQUEST ON EVENTS:

CVB Director Flores went over the remaining budget for 2014 and 2015. CVB Director Flores reminded the Board on the last meeting all presentations are limited to 10 minutes plus 5 minutes for questions & answers. Chairman Cantor requested for this to be put on the agenda for next month meeting.

a) Island Folk Festival Proposal (Sept. 2014)

Vice-Chairman Pinkerton made the motion to approve the amount of \$7,000, second by Board Member Creinin. Vote taken motion passed unanimously.

b) Sandcastle Days(October 2014)

Chairman Cantor made motion to approve \$30,000 in funding, seconded by Board Member Weiss. Vote taken motion passed unanimously. Board Member Donahue abstain from voting.

c) Sandcastle Trail

Chairman Cantor motioned to denied request, seconded by Vice-Chairman Pinkerton. Motion failed on a two to zero vote. Board Member Weise, Board Member Patel, Board Member Creinin, and Board Member Donahue abstain from voting. Chairman Cantor re-tracked the 1st motion. Chairman Cantor motion to table this agenda item, seconded by Vice-Chairman Pinkerton. Vote taken motion passed unanimously.

d) College Roadshow Promotion-relates to the 2014/15 Event Marketing Budget.

Board Member Donahue motioned to approve \$50,000 in funding, seconded by Board Member Creinin. Vote taken, motion passed unanimously. Vice-Chairman Pinkerton abstain from voting.

e) 2015 National Tropical Weather Conference (April 2015)

Chairman Cantor motioned to table this agenda item, seconded by Board Member Creinin. Vote taken motion passed unanimously. The Board requested more information with level sponsorship at the next presentation.

f) Jailbreak Beach Escape (May 2015)

Chairman Cantor motioned to approve \$15,000 in funding, seconded by Board Member Weise. Vote taken motion passed unanimously.

VIII. PRESETNTATION, DISCUSSION AND ACTION RELATED TO THE LAGUNA MADRE TRAIL BOARDWALK REPAIRS.

Board Member Creinin motioned for CVB Director Rachel Flores to appoint a committee consisting of CVA Board Members to discuss several options on the repairs for the Laguna Madre Trail Boardwalk, seconded by Vice-Chairman Pinkerton. Vote taken motion passed unanimously.

- IX. UPDATE, DISCUSSION AND ACTION REGARDING ANY DEVELOPMENTS OR CHANGES FROM THE WEBSITE SUB-COMMITTEE CONCERNING THE SOPADRE.COM WEBSITE.
 - a. Lazy loader proposal

Chairman Cantor made the motion to approve the purchase of the Lazy Loader, seconded by Board Member Creinin. Vote taken motion passed unanimously.

b. Monthly meeting

Board Member Creinin motioned for the Website Sub-Committee to meet once a month, seconded by Vice-Chairman Pinkerton. Vote taken motion passed unanimously.

c. Online Advertising

Board Member Creinin made the motioned, seconded by Board Member Patel. Vote taken motion passed unanimously.

d. Analytics Report

Chairman Cantor made the motion to approve CVB Director Rachel Flores to make the changes needed, seconded by Board Member Creinin. Vote taken motion passed unanimously.

X. DISCUSSION REGARDING ACTIVITIES OF CVB DIRECTOR FOR THE MONTH OF JUNE-JULY AND UPCOMING EVENTS.

Presentation and discussion was made at this time.

XI. UPDATE AND DISCUSSION ON FY15 BUDGET.

CVB Director Rachel Flores gave an update to the board concerning the FY15 budget.

XII. Update and discussion on marketing for end of FY14.

CVB Director Rachel Flores gave an update to the board concerning the FY14 budget.

XIII. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING.

Next scheduled meeting will be August 27, 2014 at 10:00 a.m.

XIV. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 1:35 p.m.

| MEETING DATE: | August 27, 2014 | | | | |
|-----------------------|----------------------|------------------|-----------------|----|--|
| NAME & TITLE: | Rachel Flores, CVI | B Director | | | |
| DEPARTMENT: | Convention & Visi | tors Bureau | | | |
| ITEM | | | | | |
| Discussion and action | related to the Lagui | na Madre Trail B | oardwalk repair | s. | |
| ITEM BACKGROUND | | | | | |
| BUDGET/FINANCIAL | SUMMARY | | | | |
| COMPREHENSIVE PL | AN GOAL | | | | |
| | | | | | |
| Sent to Legal: | YES: | | NO: | | |
| Approved by Legal: | YES: | | NO: | | |
| Comments: | | | | | |
| RECOMMENDATIONS | S/COMMENTS | | | | |

GREEN, RUBIANO & ASSOCIATES

Structural Engineers Firm Registration #: F-4145

1220 West Harrison Harlingen, Texas 78550 (956) 428-4461 Fax (956) 428-0287

STRUCTURAL INSPECTION REPORT CONVENTION CENTRE BOARDWALK SOUTH PADRE ISLAND, TEXAS



Prepared for:

CITY OF SOUTH PADRE ISLAND SOUTH PADRE ISLAND, TEXAS

Prepared by:

GREEN, RUBIANO & ASSOCIATES STRUCTURAL ENGINEERS FIRM REGISTRATION NO. F-4145 HARLINGEN, TEXAS JUNE 18, 2014

GREEN, RUBIANO & ASSOCIATES

Structural Engineers
Firm Registration #: F-4145

1220 West Harrison Harlingen, Texas 78550 (956) 428-4461 Fax (956) 428-0287

Date: June 18, 2014

To: Mr. Ray Moya

Assistant Public Works Director City of South Padre Island 4601 Padre Boulevard

South Padre Island, TX 78597

Re: Structural Inspection Report - Convention Centre Boardwalk

City of South Padre Island, Texas

GRA Project#: 1065-08

Dear Mr. Moya:

Green Rubiano & Associates (GRA) is pleased to provide this report concerning the structural inspection of the Convention Centre Boardwalk for the City of South Padre Island. The project scope was performed in accordance with the South Padre Island Convention Centre Boardwalk Structural Evaluation Engineering Proposal addressed to Ms. Marcy Newman, P.E., dated September 3, 2013.

We appreciate the opportunity to assist you on this project. If you have any questions, please feel free to contact us.

Thank you,

Maria O. Scurry, PE

Design Engineer

Rolando R. Rubiano, PE

Principal

GREEN, RUBIANO & ASSOCIATES

Structural Engineers Firm Registration #: F-4145

1220 West Harrison Harlingen, Texas 78550 (956) 428-4461 Fax (956) 428-0287

EXECUTIVE SUMMARY

Green, Rubiano, and Associates (GRA) conducted a structural inspection of the existing Convention Centre Boardwalk for the City of South Padre Island, Texas. GRA representatives performed three site visits for the purpose of conducting visual observations of the accessible timber piles, accessible framing members, deck and guardrail, and associated connections. The boardwalk is approximately 6 feet wide and extends 1500 linear feet. The following considerations were identified.

- Timber Piles: The timber piles are in good condition and do not require repair or replacement at this time.
- Under-deck Framing: The under-deck framing components are in good condition and do not require repair or replacement at this time. The lumber ties used to hold-down the framing members to the split-pile caps are in poor condition and should be replaced with hurricane ties to be completed in a period no greater than three years.
- Deck & Guardrail: The walking deck, slanted top rail, and intermediate rails associated with the guardrail are in poor condition and should be replaced beginning immediately to be completed in a period no greater than three years. Split built-up guardrail posts should be replaced immediately. The through-bolts fastening the split-pile caps to the timber piles and the guardrails to the under-deck framing have experienced moderate to advanced corrosion and should be completely replaced in a period no greater than three years prior to total loss.
- GRA also recommends that a handrail be installed along both sides for the full length of the boardwalk.
- Total estimated construction cost is approximately \$220,500 and should begin immediately to be completed in a period no greater than three years from the date of this report.
- This summary should be used in conjunction with the entire report and attachments.

INTRODUCTION

Green Rubiano & Associates (GRA) is pleased to provide this report concerning the structural inspection of the boardwalk located to the south of the Convention Centre in South Padre Island, Texas. This study was performed in accordance with GRA's South Padre Island Convention Centre Boardwalk Structural Evaluation Engineering Proposal addressed to Ms. Marcy Newman, P.E., dated September 3, 2013.

This report presents the current structural condition of the boardwalk based on GRA's visual observations and provides an opinion of cost required to repair or replace sections or components of the boardwalk that are damaged.

PROJECT DESCRIPTION & SCOPE

Based on information provided to GRA by the City of South Padre Island, the existing boardwalk structure was constructed in its entirety approximately 22 years ago by Gerald Adams Contractor and consists of a wood framed elevated structure beginning on the south side of the Convention Centre and extending south through wetlands and into the shallow waters of the Laguna Madre Bay. The total length of boardwalk is approximately 1,500 linear feet.

The boardwalk has sections of loose guardrail, warped and splintered boards, and timber piles showing varying signs of marine life build-up. This structural evaluation was requested by the City due to upcoming inter-local agreement discussions between Cameron County and the City of South Padre Island concerning future maintenance responsibility of the structure.

The purpose of this study was to conduct a structural inspection consisting of drafting a record base plan of the existing wood structure, conducting visual observations of the accessible framing members and connections, and to issue this findings report.

BOARDWALK DESCRIPTION

The existing wood structure begins on the south side of the Convention Centre and extends south through wetlands where it splits into two runs that traverse southwest into the Laguna Madre. Prior to splitting into two runs, the boardwalk extends south of the Convention Centre and traverses southeast for 72 linear feet, where the structure then forks into the South and North runs. The South run continues from the fork in the southeast direction for 144 linear feet until it breaks to the southwest an additional 300 feet then turns west another 60 feet, terminating at Bird Blind # 6. The North run continues from the fork in the southwest direction for 883 feet then turns southeast for 36 feet terminating at Bird Blind # 4. The Bird Blinds are open structure, roof covered enlargements of the boardwalk structure.

The boardwalk is 6 feet wide and approximately 1,500 feet long. The boardwalk consists of a 2x6 composite wood walking deck surface fastened to joists and stringer joists below. The deck is supported by three, 2x10 dimensional lumber, pressure-treated joists spaced at 18-inches on center across the width of the walkway and two, 2x10 dimensional lumber, pressure-treated stringer joists at both deck width ends. The joists and stringer joists are supported by two, 2x10 dimensional lumber, pressure-treated split-pile caps at each pile bent spaced at 12 feet on center. The guardrail consists of four, 2x6 dimensional lumber intermediate rails and a 2x12 dimensional lumber, slanted top rail fastened to built-up guardrail posts. The guardrails posts are located at 6 feet on center and consist of two, 2x6 dimensional lumber, pressure-treated members 5 inches apart and fastened to timber piles at bents and to the stringer joists at intermediate locations.

The boardwalk is supported by timber piles spaced 12 feet on center. Based on field observations, the timber piles range from $7^{1}/_{4}$ -inches to $8\frac{1}{2}$ inches in diameter. Pile diameters were measured just below the 2x10 split-pile caps. The pile butts appeared to have been field cut during construction to approximately 5 inches in width where the built-up, guardrail posts are through-bolted to the piles. Top of piles measured approximately $5\frac{1}{2}$ -feet above water level at the time of the May 22, 2014 site visit. Based on published tide charts, the water level at the time of the site visit (May 22, 2014 at 11:00 am) was at elevation (El.) 1.19 feet above mean sea level. Therefore, the top of pile elevation can be estimated at approximately El. 6.7 feet above mean sea level. The timber piles are pressure treated.

The built-up guardrail posts are through-bolted with galvanized, ½-inch diameter bolts to the timber piles at bents and fastened with galvanized, 3½" x 5" x 3/8" by 10 inch long steel angles and galvanized, ½-inch diameter bolts to 2x10 stringer joists at intermediate locations. The joists and stringer joists are fastened to the split-pile caps with 2x2 by 18 inch long lumber ties fastened with common galvanized nails. Stringer joist lap splices occurring over the pile bents are 16 inches long and are fastened with galvanized common nails. In some areas, the stringer joists are braced with various types of lumber.

SITE CONDITIONS

GRA conducted an initial site visit for the purpose of measuring and recording the framing components of the boardwalk on April 2, 2014. Information collected during this initial site visit was used to draft Pile Layout Plans and Under-Deck Framing Plans. GRA Drawings Sheet S2.1, Sheet S2.2, and Sheet S2.3 Pile Layout Plans; Sheet S3.1, Sheet S3.2, Sheet S3.3 Under-Deck Framing Plans; and Sheet S4.1 Framing Details are provided as A-6 of the Appendix.

GRA conducted additional site visits on May 22 and May 30, 2014, during which under-deck framing members and timber piles were visually inspected and field measurements were recorded. Access to the underdeck framing and piles was unavailable from below due to

presence of marine life and native plant growth. City of South Padre Island employees removed three to four deck planks at designated bent locations to provide GRA representatives access to observe the condition of the underdeck framing and piles at the specified locations. A randomly selected 17% sample set of 126 total bents were chosen for observation. The following bents and bent piles were observed.

Table 1: Bents Observed for Timber Piles and Underdeck Framing

| Bents Observed | Associated Piles | Date Observed |
|----------------|------------------|---------------|
| Bent 16 | P16A, P16B | May 30, 2014 |
| Bent 30 | P30A, P30B | May 30, 2014 |
| Bent 37 | P37A, P37B | May 30, 2014 |
| Bent 51 | P51A, P51B | May 22, 2014 |
| Bent 58 | P58A, P58B | May 22, 2014 |
| Bent 59 | P59A, P59B | May 22, 2014 |
| Bent 65 | P65A, P65B | May 22, 2014 |
| Bent 66 | P66A, P66B | May 22, 2014 |
| Bent 72 | P72A, P72B | May 22, 2014 |
| Bent 73 | P73A, P73B | May 22, 2014 |
| Bent 79 | P79A, P79B | May 22, 2014 |
| Bent 80 | P80A, P80B | May 22, 2014 |
| Bent 86 | P86A, P86B | May 22, 2014 |
| Bent 87 | P87A, P87B | May 22, 2014 |
| Bent 93 | P93A, P93B | May 22, 2014 |
| Bent 100 | P100A, P100B | May 22, 2014 |
| Bent 101 | P101A, P101B | May 22, 2014 |
| Bent 107 | P107A, P107B | May 22, 2014 |
| Bent 108 | P108A, P108B | May 22, 2014 |
| Bent 114 | P114A, P114B | May 22, 2014 |
| Bent 115 | P115A, P115B | May 22, 2014 |
| Bent 121 | P121A, P121B | May 22, 2014 |

Refer to the Pile Layout Plans for bent and pile references.

The May 22, 2014 site visit was conducted during a high tide water elevation of approximately El. 1.19 feet above mean sea level as indicated by available tide charts. The Tuesday, May 30, 2014 site visit was conducted during a high tide elevation of approximately El. 1.40 feet above mean sea level as indicated by available tide charts. Field Notes consisting of a tabulated log of site conditions is provided as A-1 of the Appendix. A Photo Log documenting conditions at the site is provided as A-2 of the Appendix.

Based on the items observed during the site visit, the following timber pile, under-deck framing, walking deck and guardrail assessments are provided.

Timber Pile Assessment

During the referenced site visit, GRA representatives evaluated the condition of a sample set of the timber piles associated with the boardwalk. Provided in A-1 Field Notes of the Appendix are the results of GRA's site observations and condition assessment of the observed piles per pile reference number. A guide that defines each level of damage for timber piles titled Condition Grades for Round Timber Piles is provided as A-3 of the Appendix. Condition grades for round timber piles are categorized as having Minor, Moderate, Advanced, and Severe degradation.

All observed timber piles were consistently assessed to have minor damage due to weathering and attack from marine borers. Some piles were observed to have moderate splitting at pile butts. No substantial cross sectional loss was observed in the timber piles. Observed timber piles showing minor to moderate accumulation of marine borers are the piles associated with Bents B16, B37, B100, B101, B107, B108, B114, B115, and B121. Limited access did not allow GRA to remove built-up marine borers; however, most of the piles observed could be fairly well seen.

Under-Deck Framing Assessment

During the referenced site visits, GRA representatives evaluated the condition of the under-deck framing members at selected locations including the 2x10 split pile caps, the 2x10 stringer joists and joists, and associated fasteners and lumber ties. Provided in A-1 Field Notes of the Appendix are the results of GRA's site observations and condition assessment of the observed under-deck framing per bent reference number. A guide that defines the level of damage for timber framing elements is provided as A-4 of the Appendix. Condition grades for timber framing members are categorized as having Minor, Moderate, Advanced, and Severe degradation.

The general condition of the bents was as follows. The 2x10 stringers and joists supporting the deck were found to have minor degradation. A loss of bearing of the joists to the split pile caps had occurred at only isolated locations. The 2x2 lumber ties were found to have minor to moderate degradation with advanced splitting occurring at several locations, particularly at fasteners. The nails associated with the lumber ties have undergone advanced corrosion and were completely lost at several locations.

The 2x10 split-pile caps at each bent were found to have minor degradation. The through-bolts fastening the split-pile caps to the piles were found to be moderately corroded with isolated spots of advanced corrosion. Moderate corrosion is used to describe larger scale chipping and delamination of coatings, minor volume expansion, and/or minor delamination of the base metal.

Specific information regarding the condition of the observed under-deck framing at selected bents is provided in A-1 Field Notes of the Appendix.

Walking Deck & Guardrail Assessment

During the referenced site visit, GRA representatives evaluated the condition of the walking deck and guardrail. The deck was found to have moderate to advanced degradation as evident by divots at the deck fasteners, wearing of the laminate coating, unravelling at the edges and ends of members, longitudinal cracks present at several spots and small cavities present throughout.

Similarly, the condition of the guardrail was found to have moderate to advanced degradation. The condition of the guardrail components were as follows. The 2x12 slanted, top rail was found to have advanced degradation with consistently warped, splintered, and split members. The 2x6 intermediate rails were found to have moderate degradation with some splintered members and moderate to advance splitting occurring at fasteners. The built-up 2x6 guardrail posts were found to have minor degradation with advance splitting occurring at some members at the through-bolt locations. Approximately 20% of the bents had guardrail posts that showed advanced splitting at the through-bolts resulting in loose guardrails at those locations.

The dimensions of the guardrail were recorded to determine their suitability compared to current code requirements. The height of the guardrail measures 43 inches from the surface of the deck. The clear space between the 2x12 top rail and the 2x6 intermediate rails is 4 inches and 3½ inches between intermediate rails. Both the height of the guardrail and the clear space between railings meet current code requirements.

Fasteners

The fasteners from the deck to the 2x10 stringer joists and joists are experiencing moderate to advanced corrosion. Fasteners from the top rail and intermediate rails to the guardrail posts are experiencing moderate corrosion and pop-out at several locations. The ½-inch diameter throughbolts fastening the guardrail posts to the timber piles are experiencing minor corrosion with isolated spots experiencing moderate corrosion. The 5" x 3½" x ¾" by 10 inch long steel angles and associated ½-inch diameter bolts fastening the guardrail posts to the stringers at intermediate locations are experiencing minor corrosion with isolated spots experiencing moderate corrosion. Minor corrosion is used to describe surface rust, surface staining, and/or minor chipping and delamination of coatings on steel surfaces.

Structural Engineers Firm Registration #: F-4145

1220 West Harrison Harlingen, Texas 78550 (956) 428-4461 Fax (956) 428-0287

A-4 CONDITION GRADES FOR TIMBER ELEMENTS

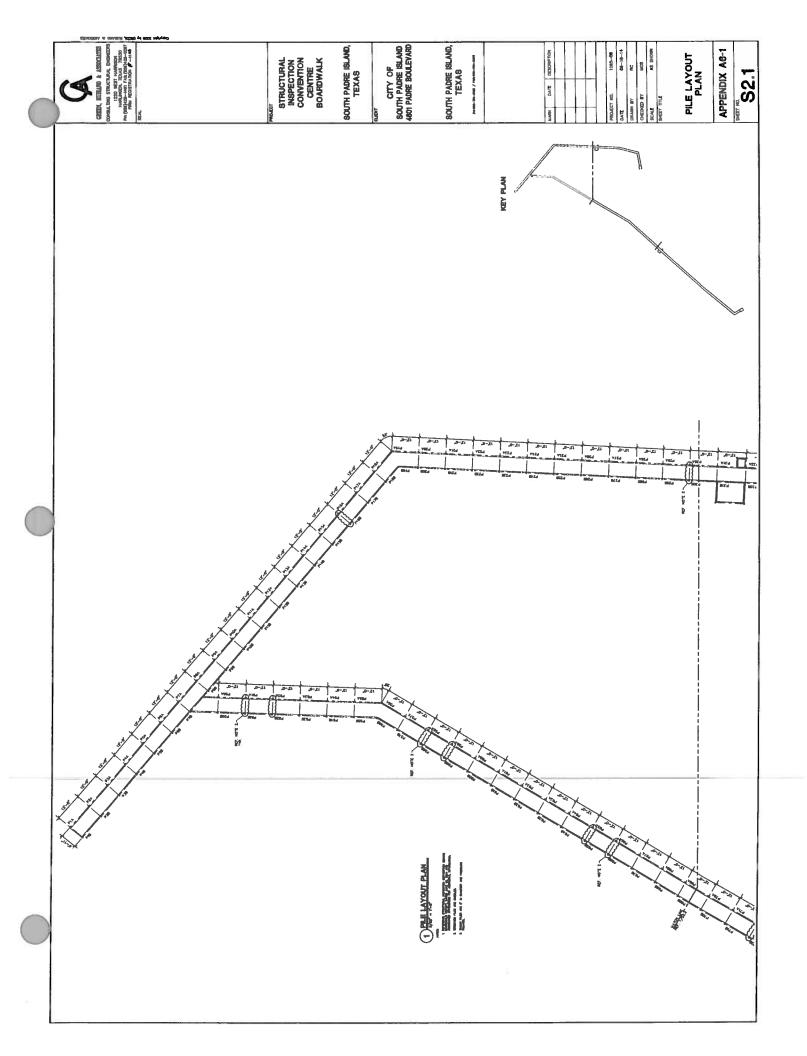
| Condition Grade | Existing Damage ¹ | Defects Indicating Higher Damage Grade(s) |
|-----------------|--|--|
| Not Inspected | Not inspected, inaccessible or passed by | |
| No Defects | Sound surface material | |
| Minor | Checks, splits and gouges less than 0.5 in wide | Minor damage not appropriate if: Loss of cross section Marine borer infestation Displacements, loss of bearing or connections |
| Moderate | Checks and splits wider than 0.5 in. Remaining diameter loss up to 15 percent Cross section area loss up to 25 percent. Corroded hardware Evidence of infestation by marine borers | Moderate damage not appropriate if: Displacements, loss of bearing or connections |
| Advanced | Checks and splits through full depth of cross section Remaining diameter loss 15 to 30 percent Cross section area loss 25 to 50 percent. Heavily corroded hardware. Displacement and misalignments at connections | Advanced damage not appropriate if: • Partial or complete breakage |
| Severe | Remaining diameter reduced by more than 30 percent Cross section area loss more than 50 percent | |
| | Loss of connections and/or fully non-bearing condition Partial or complete breakage | |

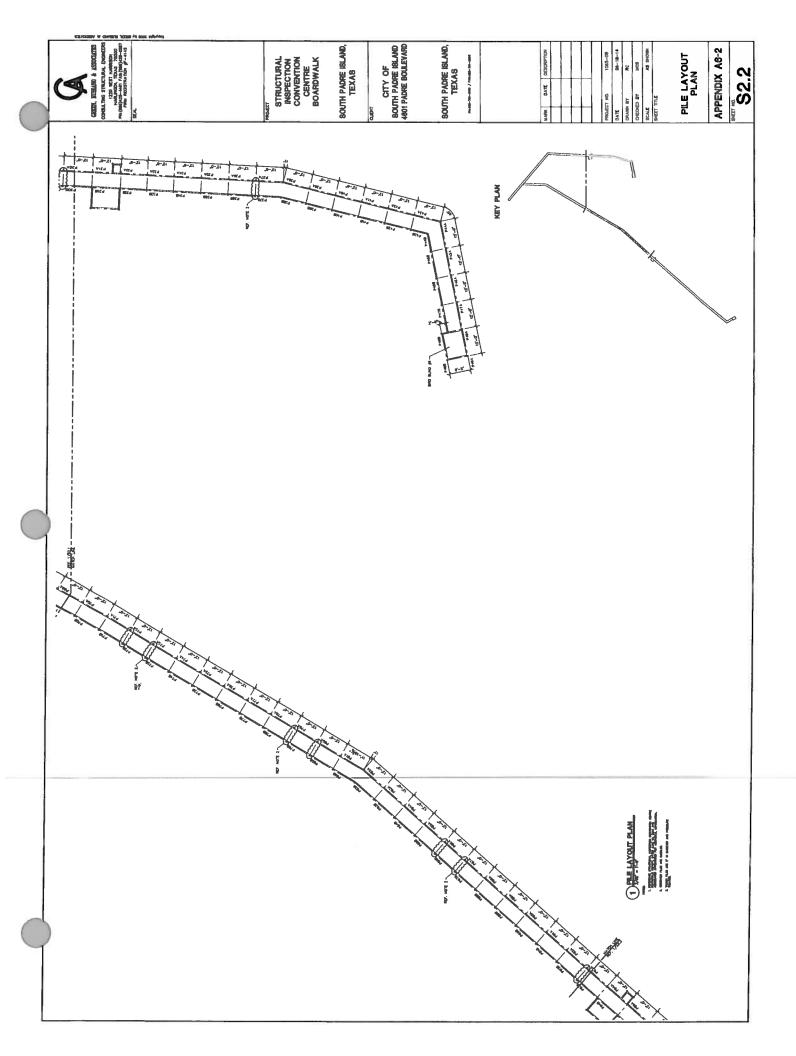
(1) Any defect listed below is sufficient to identify relevant damage grade

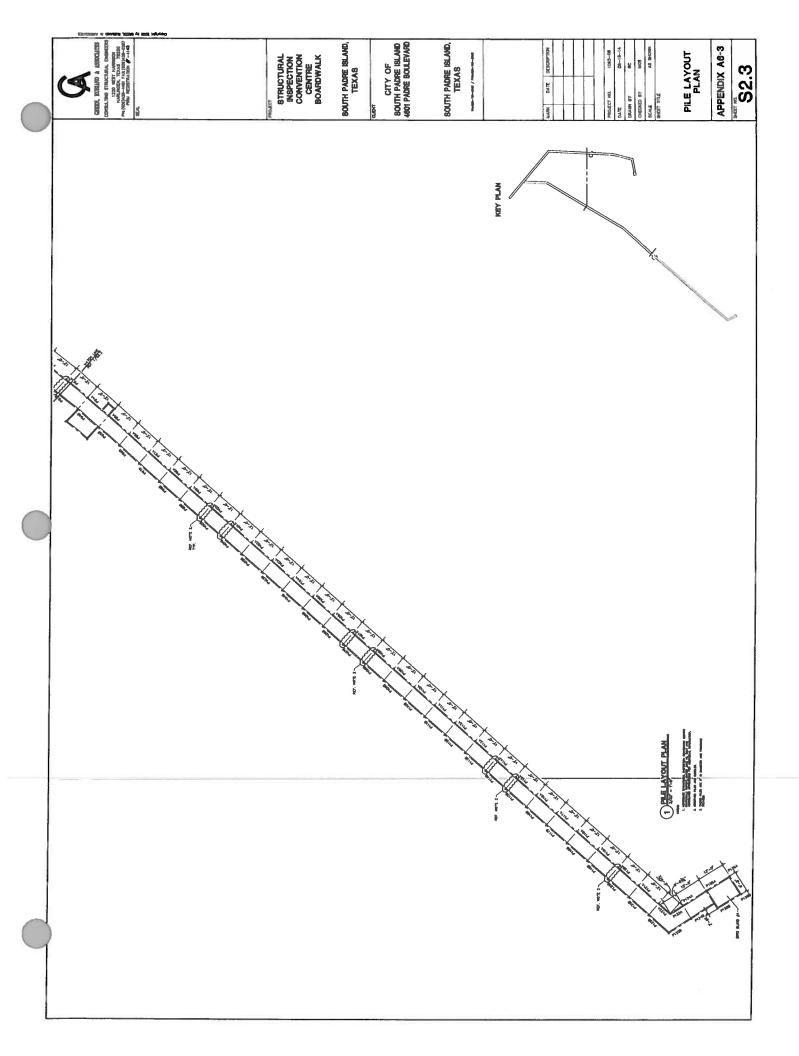
A-5
City of South Padre Island
Convention Centre Boardwalk - Cost Estimate

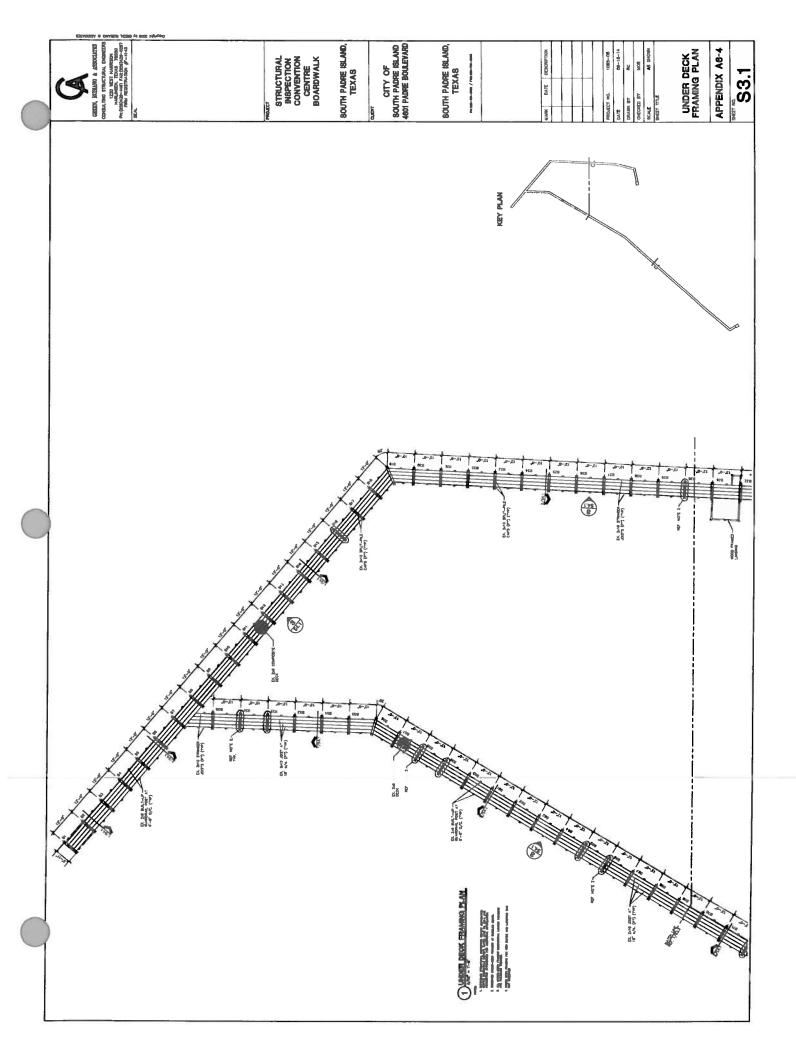
| Item # | Description | Ousnette | 4.61 | Halt Cook | L | | Γ |
|--------|--|-------------|----------------------|-----------|------------|------------|---|
| 1 | Walk Deck Surface | | | OHICOSE | 1 | Total Cost | 7 |
| - | | | | | | | |
| 9 - | Existing decking removal (3-man crew) 7.5 boards an hour | 250 | crew hours | \$55 | s | 13,750.00 | |
| 9 | Disposal of old deck | 22 | tons | \$500 | ٠ | 11.000.00 | |
| 1, | 1"x6" by 12ft long composite decking board | 1,500 | each | \$40 | / | 50.000.00 | _ |
| 1d | Composite deck fasteners | 6 000 | drea | ¢0 3E | ٠. | 2000000 | |
| 16 | Composite deck installation | 300 | Crow house | , der | ጉ ቴ | 2,100.00 | |
| ~ | Intermediate Rail | 3 | cincu nonis | cct | ^ | 16,500.00 | |
| 2a | Intermediate rail removal (3-man crew) 10 boards an hour | 75 | A Property land | 400 | ٠, | | |
| 2b | Disposal of old intermediate rail board | 2 5 | CIDOIL MAIN | cce | Λ • | 4,125.00 | |
| , | "CE" by 12 & least an account of the same control of the same cont | 01 | tons | \$500 | s | 5,000.00 | |
| 1 : | 2 xo by 12 it long pressure treated lumber for intermediate rail | 750 | each | \$\$ | ş | 6,000.00 | |
| p7 | Intermediate rail fasteners | 9000 | each | \$0.35 | · vı | 2,100.00 | |
| 2e | Intermediate rail installation | 75 | crew hours | \$55 | | 4 175 00 | |
| _ | Top Rail | | | 1 | , | 4,123.00 | |
| 3a | Top rail removal (3-man crew) 10 boards an hour | 75 | row house | ÇEE | ŧ | 00 370 1 | |
| 36 | Disposal of old top rail | 7 7 | there include | 502 | ጉ ‹ | 1,5/3.00 | |
| 30 | 2"x12" by 12ft long pressure treated to an initial | | 5101 | nnc¢ | Λ. | 3,750.00 | |
| 7 | Toward factorial | 720 | each | \$12 | s | 3,000.00 | |
| 2 0 | Tup rall rasteners | 2,000 | each | \$0.35 | s | 700.00 | |
| a a | Top rail installation (3-man crew) 10 boards an hour | 25 | crew hours | \$55 | ş | 1.375.00 | |
| | New Composite Hand Rail | | | | | | |
| 4a | Composite hand rail material | 3000 | 4 | ţ | v | 0 000 0 | |
| 4p | Composite hand rail installation | - | limn sum | \$3,000 | ٠ ٠ | 900000 | |
| 2 | Joist and Stringer Stainless Steel Ties | • | | 200 | ٠ | 2,000.00 | |
| 5a | Simpson Strong-tie H2.5 Stainless Steel | 1350 | 1000 | į | ٠, | 1000 | |
| 운 | Installation (abor | 7700 | eacu | 44 | ^ | 4,536.00 | |
| _ | Grand Dail Dock | П | mns dun | \$2,230 | \$ | 2,230 | |
| | | | | | | | |
| e d | 2 X6 by 12 ft long pressure treated lumber for post | 100 | each | \$\$ | \$ | 800 | |
| 9 | Guard rail post installation labor | 44 | lump sum | \$1.200 | Ş | 1.200 | |
| | Split-pile & Guard Rail Post Through-bolt Replacement | | | | | | |
| | Material | - | limp ciim | ¢5 500 | v | 900 | |
| - 4Z | lahor | | ume duna | מהירי | n. | 005,5 | |
| | | 1 | Inmb sum | \$5,500 | S | 5,500 | _ |
| | | Ą | Cultotal | | | | |
| | | מחר נ | lotal | i | ^ | 166,666.00 | |
| | | Contin | Contingency | 15% | | 25,000.00 | |
| | | Contract | Contractor OH&P | 15% | \$ | 28,800.00 | |
| | | Total Esti- | Total Estimated Cast | | | | |
| | | THE PARTY | ישובה רחפו | | ۸ | 220,400.00 | 7 |

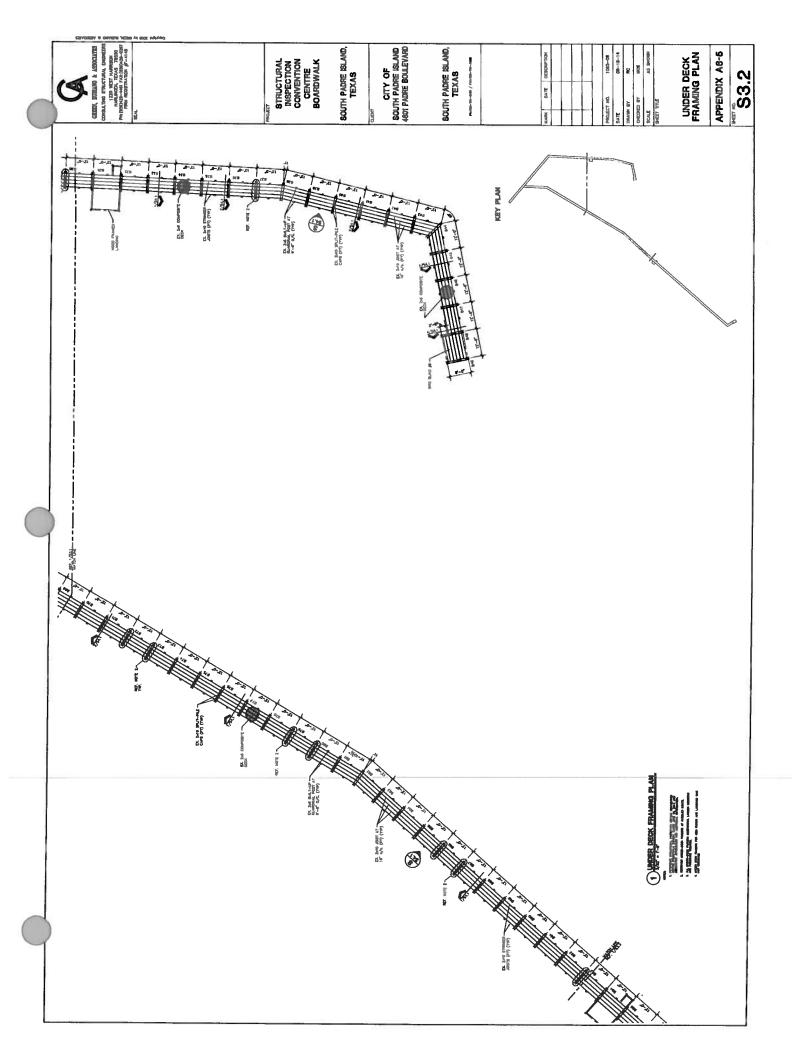
Notes:
Deck has 3,000 2x6 by 6ft long boards
There is 9,000 board feet of 2x6 intermediate rail boards
There are 750 2x6 by 12ft long intermediate boards
There is 3,000 board feet of 2x12 top rail
There are 250 2x12 by 12 ft long top rail boards

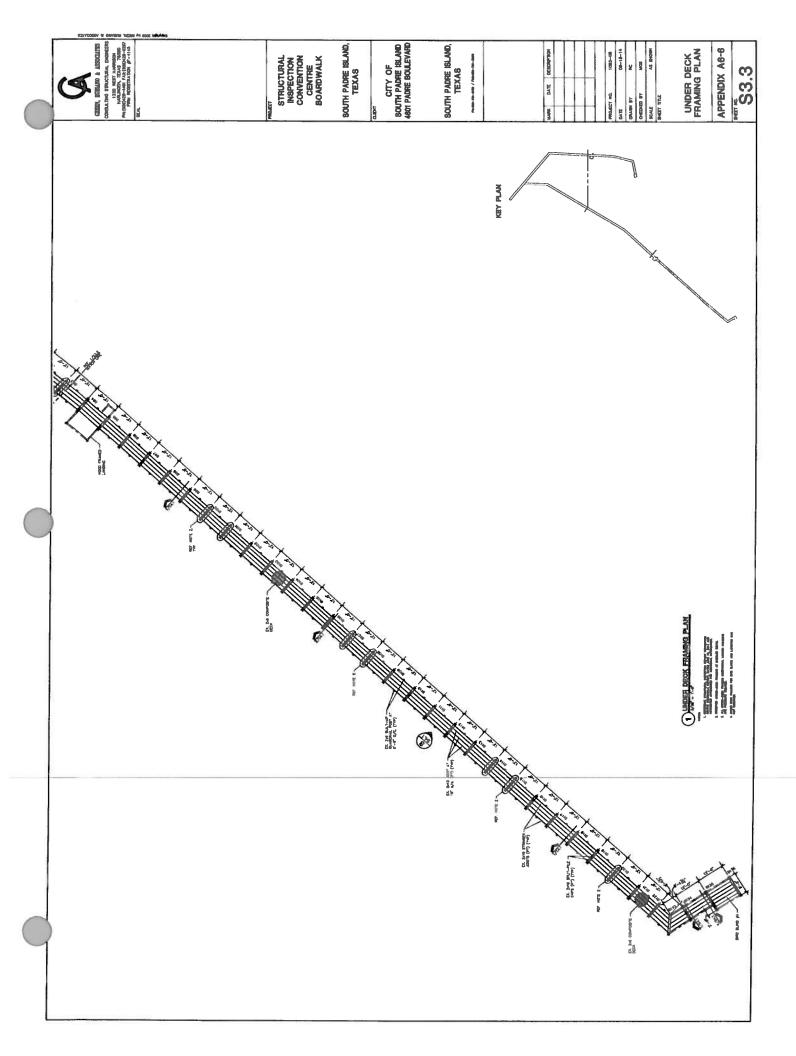


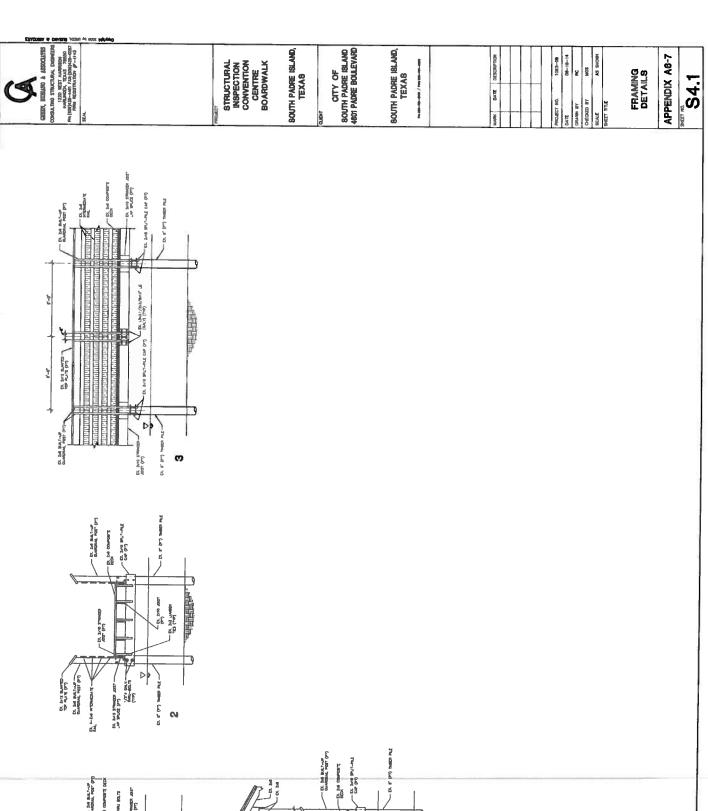


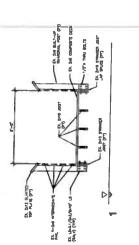


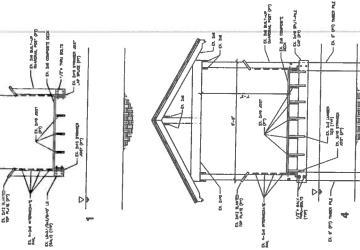












MEETING DATE: August 27, 2014

| NAME & TITLE: | Rachel Flores, CVB Director |
|-----------------------|--|
| DEPARTMENT: | Convention & Visitors Bureau |
| ITEM | |
| Update, discussion as | nd action regarding consideration for funding request on events: |
| | National Tropical Weather Conference (April 2015) Gulf Surfing Association |
| ITEM BACKGROUND | |
| BUDGET/FINANCIAL | SUMMARY |
| COMPREHENSIVE PI | LAN GOAL |
| LEGAL REVIEW | |
| Sent to Legal: | YES: NO: |
| Approved by Legal: | YES: NO: |
| Comments: | |
| RECOMMENDATION | S/COMMENTS |

| MEETING DATE: | August 27, 2014 |
|---|--|
| NAME & TITLE: | Rachel Flores, CVB Director |
| DEPARTMENT: | Convention & Visitors Bureau |
| ITEM | |
| Update, discussion a Tropical Weather Con | nd action regarding consideration for funding request for 2015 National inference (April 2015) |
| ITEM BACKGROUND | |
| BUDGET/FINANCIAL | SUMMARY |
| COMPREHENSIVE PI | AN GOAL |
| LEGAL REVIEW | |
| Sent to Legal: | YES: NO: |
| Approved by Legal: | YES:NO: |
| Comments: | |
| RECOMMENDATIONS | S/COMMENTS |



Addendum for Funding Proposal

Level 1 - Investment \$10,000

- logo on website
- · logo on printed marketing materials
- insert space for attendee packet

Level 2 - Investment \$20,000

- logo on website
- logo on printed marketing material
- insert space for attendee packet
- · logo/banner on speaker stage for live streaming

Level 3 - Investment \$30,000

- · logo on website
- logo on printed marketing material
- insert space for attendee packet
- logo/banner on speaker stage for live streaming
- logo on Press Conference backdrop press interviews
- 30 minute presentation space in schedule

Level 4 - Investment \$40,000

- logo on website
- logo on printed marketing material
- insert space for attendee packet
- logo/banner on speaker stage for live streaming
- logo on Press Conference backdrop for morning live shots and press interviews
- 30 minute presentation space in schedule
- logo in Broadcast Center for "prime time live shots" Thursday
- logo in Press Area for "prime time morning live shots" Thursday

Level 5 - Investment \$50,000

- logo on website
- logo on printed marketing material
- insert space for attendee packet
- logo/banner on speaker stage for live streaming
- logo on Press Conference backdrop for morning live shots and press interviews
- 30 minute presentation space in schedule
- logo in Broadcast Center for "prime time live shots" Thursday Friday
- · logo in Press Area for "prime time morning/noon live shots" Thursday Friday
- logo on Conference Polo



Budgetary Breakdown - Four live uplink stations - Morning/Afternoon Prime (DOES NOT INCLUDE INSTALLATION AND USE OF FOUR DEDICATED PHONE LINES FOR IFB - COMMUNICATIONS WITH STATIONS DURING LIVE SHOTS)

| AMOUNT | DESCRIPTION | COST PER DAY/HR | TOTAL |
|--------|---|--------------------|-------------|
| 4 | SATELLITE UPLINK TRUCK WITH ENGINEER (4 PATHS) | \$6,500.00 | \$26,000.00 |
| 6 | SATELLITE UPLINK TIME - PRIME MORNING 5A - 8A* | \$2,000.00 | \$12,000.00 |
| 16 | SATELLITE UPLINK TIME - PRIME AFTERNOON 3P-7P + | \$2,000.00 | \$32,000.00 |
| 4 | ENG/LIVE CREWS - CAMERA/GRIP | \$1,600.00 | \$6,400.00 |
| | TOTAL | | \$76,400.00 |

Budgetary Breakdown - three live uplink stations - Morning/Afternoon Prime

| ITEM AMOUNT | DESCRIPTION | COST PER DAY/HR | TOTAL |
|----------------|--|--------------------|-------------|
| 3 | SATELLITE UPLINK TRUCK WITH ENGINEER (3 PATHS) | \$6,500.00 | \$19,500.00 |
| 3 | SATELLITE UPLINK TIME - PRIME MORNING 5A - 8A** | \$2,000.00 | \$6,000.00 |
| 12 | SATELLITE UPLINK TIME - PRIME AFTERNOON 3P-7P ++ | \$2,000.00 | \$24,000.00 |
| 3 | ENG/LIVE CREWS - CAMERA/GRIP | \$1,600.00 | \$4,800.00 |
| | TOTAL | | \$54,300.00 |

Budgetary Breakdown - two live uplink stations Morning/Afternoon Prime

| ITEM AMOUNT | DESCRIPTION | COST PER DAY/HR | TOTAL |
|----------------|---|--------------------|-------------|
| 2 | SATELLITE UPLINK TRUCK WITH ENGINEER (2 PATHS) | \$6,500.00 | \$13,000.00 |
| 3 | SATELLITE UPLINK TIME - PRIME MORNING 5A - 8A** | \$2,000.00 | \$6,000.00 |
| 8 | SATELLITE UPLINK TIME - PRIME AFTERNOON 3P-7P +++ | \$2,000.00 | \$16,000.00 |
| 2 | ENG/LIVE CREWS - CAMERA/GRIP | \$1,600.00 | \$3,200.00 |
| | TOTAL | | \$38,200.00 |

| MEETING DATE: | August 27, 2014 | | | |
|------------------------------------|------------------------|------------------|--------------------|-----------------------|
| NAME & TITLE: | Rachel Flores, CVE | B Director | | |
| DEPARTMENT: | Convention & Visit | tors Bureau | | |
| ITEM | | | | |
| Update, discussion an Association. | nd action regarding co | onsideration for | funding request fo | or Texas Gulf Surfing |
| ITEM BACKGROUND | | | | |
| BUDGET/FINANCIAL | SUMMARY | | | |
| COMPREHENSIVE PL | AN GOAL | | | |
| LEGAL REVIEW | | | | |
| Sent to Legal: | YES: | | NO: | _ |
| Approved by Legal: | YES: | | NO: | _ |
| Comments: | | | | |
| RECOMMENDATIONS | S/COMMENTS | | | |

TGSA Sponsor Kit

WHAT IS TEXAS GULF SURFING ASSOCIATION (TGSA)

The TGSA is the member based governing body for amateur surfing in Texas. It was founded in 1988 to promote, preserve, and protect the sport of surfing along the Texas coast. The 2014/2015 season is TGSA's 26th consecutive year of competitive surfing in Texas, the longest running tenure of any amateur surfing organization in the state.

The TGSA is a family oriented organization that specializes in grassroots surfing events that are healthy and fun, while still placing an emphasis on maintaining academic excellence, good sportsmanship and environmental awareness. The TGSA also places a priority on increasing the Texas talent pool and the progression of Texas surfing through its different competitive levels.

The success of the TGSA program is evident in the fact that TGSA has produced several athletes that have gone on to Pro careers such as Layne Harrison and Morgan Faulkner, as well as US National Team members such as Faulkner, and national title holders such as Morgan Faulkner, Zach May and most recently Cody Canzoneri. Recently Shane Wiggins and Corey Williams both won their divisions at AAU Nationals in Florida, both receiving invitations to compete against top pros at the Kelly Slater Invitational taking place in Oct 2011, with Corey Williams taking 3rd in the finals in the Open Pro Longboard division.

Through supporting the TGSA, sponsors have had a significant opportunity to impact the buying patterns of the kids in this organization. They are sophisticated consumers and they appreciate and acknowledge their benefactors by supporting those brands. They in turn show their friends and it trickles out into the mainstream. Don't miss the opportunity to make an impression on these key influencers!

OBJECTIVE:

Brand exposure and reinforcement, reaching almost 2,000 Texas surfers, undeniably some of the most important influencers and brand ambassadors in the world.

STRATEGY:

An effective mix of events and online branding, passing along the message that your brand is a significant supporter of Texas surfing through the TGSA, the organization that enables and facilitates the contests and events that drive the dreams of young, competitive surfers, as well as the older divisions that have been participating for years, many holding professional careers still competing in their 50's!!

P.O. Box 18616 Corpus Christi, TX 78480-8616 (979) 709-1085

TACTICS:

A TGSA Sponsorship Delivers:

- * Presence at 6 major contests
- * Brand Exposure at one the most significant growing markets in the surf industry right now. Texas surf industry is brand new and getting more worldwide recognition every year as our talent pool grows, and our All-Stars have a more profound impact at contests on East and West coasts, plus our own Texas State Championships held in the spring, typically at South Padre Island or Corpus Christi. It is THE climactic ending to the TGSA's statewide season. Plus, the Pro Am events TGSA is a part of during the year.
- * Participation in 2 additional events at the beginning of our season. These events are called Grom Round Ups. They are free, open to non-members for ages 13 and under, and a great introduction for kids who have a dream to compete in the sport of surfing. These events are held along the entire Texas coast with stops at Galveston, Port A, Corpus Christi and South Padre Island.
- *Branding presence in all ads placed, plus all event posters displayed in all industry shops across Texas.
- * Branding presence on all contest t shirts
- * Branding presence on all printed TGSA materials
- * On-line branding opportunities on www.surftgsa.org and linked websites and statewide surfing forums
- *Targets local retailers that support TGSA through the districts that make up the entire coast of Texas.

2014/2015 TGSA Season Schedule (Tentative and subject to change):

August 2014 – Grom Round Ups

September 13/14, 2014 - Galveston Open

October 11/12, 2014 - South Padre Island Open

February 7/8, 2015 - Port Aransas Open

March 28/29, 2015 - Texas State Surfing Championships Corpus Christi at Bob Hall Pier

P.O. Box 18616 Corpus Christi, TX 78480-8616 (979) 709-1085

May 2, 2015 Cinco De Mayo Pro @ Packery Channel

Please note that as the schedule allows, a non point open may be added to the schedule.

SPONSORSHIP LEVELS:

Level 1: \$500 cash sponsorship: your company logo on the back of every contest shirt for the entire season, your company on our business link of our website, your company logo on our website sponsorship page for the entire season. Shout outs at all events for the entire season and during awards.

Level 2: \$1000 Product sponsorship: own a surf shop? Are you a rep? Or do you just have a great product that surfers would enjoy? Then this one is right for you!! Your company logo on the back of every contest shirt for the entire season. Your company on our business link of our website, your company logo on our website sponsorship page for the entire season. This sponsorship is REALLY pivotal to having fun events. When the kids get goodie bags at our events, they are STOKED and will talk about it for years to come. Shout outs at all events for the entire season and during awards. This sponsorship allows you the opportunity to bring a 10X10 canopy tent for the event as well.

Level 3: \$750 Supporting Sponsor for an Open event: Opens are two day events that include BOTH districts, with 90 to 120 competitors and their families typically attending. Your logo on the sleeves of all event shirts for the event you are supporting, your logo on the back of all competition shirts for the entire season, your company on our business link of our website, your company logo on our website sponsorship page for the entire season. Shout outs at all events for the entire season and during awards. You are welcome to bring a 10X10 canopy for the event as well.

Level 4: \$1500 Presenting Sponsor for an Open event: Opens are two day events that include BOTH districts, with 90 to 120 competitors and their families typically attending. Your company name becomes the actual title of the event on our website, press releases, entry forms, etc. Your company name is the title of the contest and goes on the FRONT of the event shirt for example: The South Padre Island Open Presented by South Padre Island Convention and Visitors Bureau. The awards are held at your establishment, as well as a welcome party the night before the event. Plus you are on the website under sponsors and business links for the entire year. You are also on the back of all other event shirts for the entire year. Shout outs at all events for the entire season and during awards. You are welcome to bring a 10X10 canopy for the event as well.

P.O. Box 18616 Corpus Christi, TX 78480-8616 (979) 709-1085

Level 5: \$2500 Title Sponsor for Texas State Championships: This event has rotated between Corpus Christi and South Padre Island. South Padre Island is the tentative site selected for 2015 dependant upon sponsorship support. All interested parties please contact John Blaha, TGSA President at (979) 709-1085 or jdblaha.tgsa@gmail.com. This prestigious event is the HIGHLIGHT of our regular season. Don't miss out on this opportunity to get your business name out there by being involved as a Presenter of this event!! Businesses can also "partner up" on the Title \$2500 sponsorship.

Level 6: All- Star Sponsorship: \$2500: This is one of the most important sponsorships we offer. Your logo goes on the team uniforms, plus their boards, you are promoting the talent we have in Texas out of state and putting Texas on the map for surfing. These kids work hard, surf hard, and deserve support to travel to more challenging contests. Our All-Star Program promotes sportsmanship in and out of the water, will receive coaching from seasoned competitors and instruction, and will attend one of the National Championship events. Your logo will be on their uniforms while attending these events. Level 1 benefit included.

Level 7: Premium Presenting Sponsor for an Open Event: \$3,000: This sponsorship is in place for select Open Events such as South Padre Island. Opens are two day events that include BOTH districts, typically with 90 to 120 competitors and their families typically attending. Your company name becomes the actual title of the event on our website, press releases, entry forms, etc. Your company name is the title of the contest and goes on the FRONT of the event shirt for example: The South Padre Island Open Presented by South Padre Island Convention and Visitors Bureau. The awards are held at your establishment, where applicable. Plus you are on the website under sponsors and business links for the entire year and your logo and link will also be posted on the TGSA home page through out the season. You are also on the back of all other event shirts for the entire year. Shout outs at all events for the entire season and during awards. You are welcome to bring a 10X10 canopy for the event as well.

Level 8: TGSA UMBRELLA \$5000: We provide you with a banner on our website on the homepage. Your logo appears high and wide across the back of all event shirts over other TGSA logos, on competition jerseys. Awards can be presented under you canopy making for GREAT photo ops. You are welcome to come out and promote your company under that canopy during all events for the season. Shout outs at all events for the entire season and during awards. You are welcome to bring a 10X10 canopy for all events as well.



P.O. Box 18616 Corpus Christi, TX 78480-8616 (979) 709-1085

TGSA 2014/2015 SCHOLARSHIPS:

TGSA partners with other organizations and foundations to offer scholarships for our members who are struggling to attend college. Scholarships are a wonderful way to give back and help a student get to class and get that degree. All scholarships can be personalized by the donors request whether anonymous or made public. All Level 1 perks included. Shout outs at all events for the entire season and during awards. You are welcome to bring a 10X10 canopy for State Championships and present the scholarship in person.

SPONSORSHIP CONTACTS FOR 2014/2015

John Blaha President (979) 709-1085 (cell) jdblaha.tgsa@gmail.com Patty Garlough South District Director (361) 318-0413 garlough@utexas.edu

Rob Henson North District Director (713) 306-9492 rhenson16@yahoo.com

Texas Gulf Surfing Association 2014 South Padre Island Open

| Expenses | • | | | | | |
|-----------|--------------------|----|--------------------|----|------------|--------------------------------------|
| Staff | | 1 | day event | 2 | day event | Notes: |
| | Judges (8) | \$ | 1,800.00 | \$ | 3,600.00 | \$125 day rate + \$100/day per diem |
| | Flagger (1) | \$ | 100.00 | \$ | 200.00 | \$100 day rate |
| | Ground Crew (2) | \$ | 450.00 | \$ | 900.00 | \$125 day rate + \$100/day per diem |
| | Photographer | \$ | 150.00 | \$ | 300.00 | \$100 day rate + \$50/day per diem |
| Awards/0 | Sive-a-ways | | | | | |
| | Awards | \$ | 1,100.00 | \$ | 1,100.00 | |
| | T-shrits | \$ | 600.00 | \$ | 600.00 | Based on an order of 120 pieces |
| | | | | | | |
| Miscellan | ieous | | | | | |
| | Event Supplies | \$ | 100.00 | \$ | 100.00 | |
| | Staff Food/Drinks | \$ | 125.00 | \$ | 250.00 | |
| | Fuel for Equipment | \$ | 130.00 | \$ | 130.00 | |
| | Transport | | | | | |
| | | | | | | |
| | | | | | | |
| | Total Expenses | \$ | 4,555.00 | \$ | 7,180.00 | |
| _ | | | | | | |
| Income | | | | | | |
| | Entries | \$ | 3,120.00 | \$ | 4,995.00 | 2013/2014 was a two day event and |
| | | | | | | income is based on that event's |
| | | | | | | entries |
| | | | | | | |
| | | | | | | 1 day event income is estimated only |
| | | | | | | based on an average for 65 entires |
| | Sponsorship | \$ | | \$ | | |
| | Shousousillh | Ų | 10 00 1 | Ļ | | |
| | Total Income | \$ | 3,120.00 | \$ | 4,995.00 | |
| | . otal modific | 7 | 3,220.00 | 4 | +,555.00 | |
| | Net Event | \$ | (1,435.00) | Ś | (2.185.00) | |
| | | 7 | (-) | 7 | 1-,-00.00) | |

| MEETING DATE: | August 27, 2014 | | | |
|-----------------------|-----------------------|-------------------|----------|--|
| NAME & TITLE: | Rachel Flores, CVE | B Director | | |
| DEPARTMENT: | Convention & Visit | tors Bureau | | |
| ITEM | | | | |
| Update, discussion ar | nd action regarding e | vent funding guid | lelines. | |
| ITEM BACKGROUND | | | | |
| BUDGET/FINANCIAL | SUMMARY | | | |
| COMPREHENSIVE PI | LAN GOAL | | | |
| LEGAL REVIEW | | | | |
| Sent to Legal: | YES: | | NO: | |
| Approved by Legal: | YES: | | NO: | |
| Comments: | | | | |
| RECOMMENDATION | S/COMMENTS | | | |

| MEETING DATE: | August 27, 2014 | | | |
|---|--------------------|-------------------|---------------------|------------------|
| NAME & TITLE: | Rachel Flores, CVI | B Director | | |
| DEPARTMENT: | Convention & Visi | tors Bureau | | |
| ITEM | | | | |
| Update and discussio concerning the Sopad | | elopments or char | nges from the Websi | te Sub-Committee |
| a.) Analyt b.) Minut | tics Report es | | | |
| ITEM BACKGROUND | | | | |
| BUDGET/FINANCIAL | SUMMARY | | | |
| COMPREHENSIVE PL | AN GOAL | | | |
| LEGAL REVIEW | | | | |
| Sent to Legal: | YES: | | NO: | |
| Approved by Legal: | YES: | | NO: | |
| Comments: | | _ | | |
| RECOMMENDATIONS | S/COMMENTS | | | |

| MEETING DATE: | August 27, 2014 | | |
|----------------------|-------------------------------|-----|--|
| NAME & TITLE: | Rachel Flores, CVB Director | | |
| DEPARTMENT: | Convention & Visitors Bureau | | |
| ITEM | | | |
| Update and discussio | n regarding Analytics Report. | | |
| ITEM BACKGROUND | | | |
| BUDGET/FINANCIAL | SUMMARY | | |
| COMPREHENSIVE PI | LAN GOAL | | |
| LEGAL REVIEW | | | |
| Sent to Legal: | YES: | NO: | |
| Approved by Legal: | YES: | NO: | |
| Comments: | | | |
| RECOMMENDATION | S/COMMENTS | | |

Geographic:

| % | 10% | 86 | 28 | 7% | % | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 36 | 1% | 3% | % | % | 36 | 36 | 3% | 96 | 3% | 3% | % | 1% |
|---------------|---------------|-------------|-----------------|----------------|--------------------|----------|---------|-----------|-----------|-----------|-----------|-------------|-----------|------------|-----------|-------------|-----------|---------|----------------|--------------|-------------|------------|---------------|----------------|-------------|
| Visits | 11,411 | 11,088 | 8,652 | 7,816 | 4,209 | 3,212 | 2,844 | 2,815 | 2,798 | 2,226 | 2,134 | 1,940 | 1,340 | 1,299 | 1,281 | 1,042 | 006 | 882 | 766 | 758 | 730 | 999 | 642 | 633 | 562 |
| Top Cities | Houston | San Antonio | College Station | Austin | South Padre Island | McAllen | Dallas | Waco | Grapevine | Monterrey | Plano | Brownsville | Harlingen | Fort Worth | Wichita | Laredo | Atlanta | Mission | Corpus Christi | Weslaco | Pharr | New York | Oklahoma City | Arlington | Chicago |
| 8 | 76% | 2% | 2% | 2% | 36 | 38 | 38 | 3% | 3% | 32 | 24 | % | % | 36 | % | % | 3% | 3/2 | % | % | % | 2% | 26 | % | 3% |
| Visits | 89,122 | 2,543 | 2,059 | 2,007 | 1,441 | 1,419 | 1,347 | 1,300 | 1.272 | 176 | 839 | 804 | 734 | 722 | 673 | 665 | 099 | 654 | 576 | 508 | 504 | 492 | 491 | 466 | 456 |
| Top States | Texas | Oklahoma | California | Kansas | Illinois | Colorado | Georgia | Louisiana | Missouri | New York | Minnesota | Florida | Arizona | Michigan | Wisconsin | New Mexico | Kentucky | Ohio | Virginia | Pennsylvania | Arkansas | New Jersey | Tennessee | North Carolina | Washington |
| Visits | 116,996 | 4,013 | 693 | 227 | 133 | 88 | 97 | 08 | 52 | 4 | 8 4 | 84 | 47 | 43 | 38 | 35 | 34 | 32 | 31 | 26 | 24 | 23 | 23 | 23 | 23 |
| Top Countries | United States | Mexico | Canada | United Kingdom | Brazil | Germany | India | Pakistan | Australia | Colombia | France | Italy | Bahrain | srael | Chile | Netherlands | Venezuela | Spain | Russia | Ukraine | Puerto Rico | Algeria | Argentina | Indonesia | Philippines |
| Top | | | | 5 | | | | | | | | | | | | | | | | | | | | | |

OrganicSearch Traffic:

| Organic Traffic | | * of Total |
|--|------------------|------------|
| Visits | 95,085 | 77.04% |
| | | |
| Organic Engagement compared to Site Engagement | ared to Site Eng | agement |
| Pageviews Per Visit | 4.02 | 3.30% |
| Avg. Time on Site | 0:03:49 | 2.77% |
| New Visits | 73.64% | 0.93% |
| Bounce Rate | 40.06% | -4.84% |
| | | |
| Search Engine | Visits | Percent |
| algoog | 83,036 | 87,33% |
| yahoo | 009'9 | 6.94% |
| bing | 4,942 | 5.20% |
| aol | 270 | 0.28% |
| ask | 120 | 0.13% |
| comcast | 49 | 0.05% |
| comcast | 49 | |

| anic V | Organic Visits Comparison (Main + Mobile) | | | | Mar Apr May Jun Jul | ■ Prior ■ Current |
|--------|---|--|--|--|---------------------|-------------------|
| | anic Visits Compaı | | | | - | Prior |

| MEETING DATE: | August 27, 2014 | |
|-----------------------|----------------------------------|-----|
| NAME & TITLE: | Rachel Flores, CVB Director | |
| DEPARTMENT: | Convention & Visitors Bureau | |
| ITEM | | |
| Update and discussion | n regarding the meeting minutes. | |
| ITEM BACKGROUND | | |
| BUDGET/FINANCIAL | SUMMARY | |
| COMPREHENSIVE PL | AN GOAL | |
| LEGAL REVIEW | | |
| Sent to Legal: | YES: | NO: |
| Approved by Legal: | YES: | NO: |
| Comments: | | |

RECOMMENDATIONS/COMMENTS



THE CITY OF SOUTH PADRE ISLAND WEBSITE SUB-COMMITTEE

Meeting Minutes

August 19, 2014

2:00 p.m.

Type of Meeting: Regular Monthly Meeting Meeting Facilitator: Paul Holthusen, IT Director

Members: Hershal Patel, Sean Till, Jimmy Hawkinson, Bryan Pinkerton

Conference Call: Catarino Lopez

Absent: Jimmy Hawkinson, Arnie Creinin

Staff: Rachel Flores, CVB Director,

Absent: Sam Ballenger, IT and Bill Dilibero, CM

1. Call to order

2. Old business

3. New business

a. Analytics Report

After a lengthy discussion, the sub-committee suggested doing a dashboard consisting of top cities, top states, organic referrals, age group, pc mobile users and general users.

1. Pay Per Click Campaign

Rachel mentioned the campaign started a little less than a month ago. Some of the key things she saw in the report indicated the Mexico market. Click through was significantly higher. Mexico was at a 10% rate versus a 1% to 2% for other segments. Their bounce rate was lower and their stay time was longer. The campaign started July 21, 2014. Sean mentioned there were 1.8 thousand visits for the accommodations Mexico campaign and they are visiting hotels and condo fields. Sean requested a report from ARES on the click through. Paul stated there is a report that can be done monthly or daily. Sean mentioned accommodations were number one, then things to do, and third the Mexico campaign. Rachel mentioned the main theme was to gear people to book at sopadre.com.

2. Bounce Rate

b. Website:

1. Attractions Page

Rachel stated that on the landing page the attractions are featured well. Sean suggested the home page module on the attraction page using the four pictures that appear on the desktop and they would also show nicely on mobile. Paul said that it is already in the works just needed a few more details. Rachel is providing the four sentences needed to complete the work. Rachel also asked the committee if they

would like to add videos. Paul mentioned Simpleview has indicated the pages with videos are doing very well. A Video can be added instead of a picture.



Suggestions were given that the following attractions should have their own pages:
Sea Turtles
Dolphin watch
Water park-Schlitterbahn
Fishing-deep sea
Fireworks
Kite Boarding

Hershal suggested doing an attraction page and an activity page. Committee also suggested swapping out pictures according to the seasons.

2. Events Page

Sean asked if the events could be listed a better way. Paul provided the events are listed by day. Paul suggested changing the picture to feature that weeks main event. Once a person clicks on the image it would take them to that event.



3. Spring Break

Paul asked Cat for images he might have concerning spring break. Hershal suggested Cat provide any images to update the website. Rachel is checking with our city attorney concerning the legalities issues. Cat is still working on getting bay fishing pictures and other attractions.

- 4. Camera
- c. Advertising
 - 1. RGV Media Buy

Rachel mentions she and Cat approved a \$20,000 local media buy that consists of radio, TV and banner ads. The buys are pushing people over to the landing page at sopadre.com and getting them to book through our webpage.

| 4. Next Meeting Date |
|----------------------|
|----------------------|

| Adjournment | |
|-------------------------|-----------------|
| | August 19, 2014 |
| Recorded by Rosa Zanata | |

Recorded by Rosa Zapata South Padre Island CVB Administrative Assistant

| MEETING DATE: | August 27, 2014 |
|-----------------------|---|
| NAME & TITLE: | Rachel Flores, CVB Director |
| DEPARTMENT: | Convention & Visitors Bureau |
| ITEM | |
| Update, discussion ar | nd action on marketing for August –December 2014. |
| ITEM BACKGROUND | |
| BUDGET/FINANCIAL | SUMMARY |
| COMPREHENSIVE PL | AN GOAL |
| LEGAL REVIEW | |
| Sent to Legal: | YES: NO: |
| Approved by Legal: | YES: NO: |
| Comments: | |
| RECOMMENDATIONS | S/COMMENTS |

CVB Marketing Overview

RACHEL FLORES

FY 14

| Media Buy | Allocation | Time Period | Funding Source |
|-------------------|-----------------|--------------|----------------|
| RGV Local Buy | \$55,716 | Aug-Sept. | Machete |
| TX State | \$70,350 | Aug Sept. | Machete |
| Mexico Buy | \$29,994 | Aug-Sept. | Machete |
| Pay-Per-Click | \$10,000 | AugSept. | CVB |
| Expedia | \$90,000 | Sept. – Nov. | Machete |
| McAllen/Mex. Coop | \$24,000 | Sept. – Nov | CVB |
| TOT | TOTAL \$280,060 | | |
| | | | |

FY15

•FY 15 Media Budget= \$1.8M

Breakdown for FY15:

| Media Allocation | Amount | Agency |
|------------------|-------------------|------------|
| Boomer's Plan | \$132,040 | Machete |
| RGV Plan | \$177,500 | Machete |
| Overall Plan | \$643,484 | Machete |
| Expedia | \$90,000 | Machete |
| Mexico | \$96,733 | Machete |
| Pay-Per-Click | \$266,000 | SimpleView |
| Display Media | \$290,000 | SimpleView |
| Facebook | \$46,750 | SimpleView |
| TOTAL | TOTAL \$1.742,507 | |



RAZON

MARKETING COMMUNICATIONS PROPOSAL

South Padre Island

Convention & Visitors Bureau





CONSIDERATIONS

- Co-branding McAllen and SPI
- Low season Sep to Dec
- SPI brand communication
- No particular promotion
- Call to action linked to McAllen visitors
- Targeted to visitors already traveling to McAllen on specific dates
- Key cities:
- San Luis Potosí
- Monterrey







San Luis Potosí & Monterrey

México







DELIVERABLES

- Local consumer insights leverage 8
- San Luis Potosi & Monterrey
- Brand personality exercise
- Archetypes for brand advertising
- Creative concept
- Mandatory: Current logo and color palette
- Master graphic for Campaign
- Digital media adaptations
- Print adaptations

- Media selection, negotiation and buy out
- Affinity and penetration media metrics





RISO SA



BRAND ARCHTRYPES

Storytelling Concept

Selection of the personality or personalities for SPI brand





| HARIEY-DAVIDSON LEVI'S | Dodies | Red Bull | VICTORIA'S MAGNUM |
|---------------------------------------|--------------------------------------|---|---|
| Story of individuality and rebellion. | Story of irreverence and creativity. | Story of courage, conquering and believing in yourself. | Story of attraction, seduction and irresistible pleasure. |
| Rebel | Jester | Warrior | Sorceress |



| Gear Cola | Mastercard (Deall) | Mercedes-Benz ROLEX | TIFFANY & CO. Salacio de Hierro |
|----------------------------|---|--|--|
| Story of joy and charisma. | Story of transformation and empowerment. | Story of power, authority and quality. | Story of adoration, quality and control. |
| Bard | Wizard | King | Queen |

SOY TOTALMENTE PALACIO"



| P&G Campbella | Dove Hallmark | | Colgate #GNP |
|-----------------------------------|--|---|--|
| Story of abundance and nurturing. | Story of passion, romance and fulfillment. | Story of being there in good and bad times. | Story of guide, advice and fatherhood. |
| Mother | Romantic | Mate | Guardian |



| מת | | |
|----|---|---|
| 1 | - | 3 |
| 3 | 1 | _ |
| | | 3 |

Story of wisdom and enlightenment.







Virgin

Story of idealism, purity y transcendence.

BONAFONT

amazon Jeep

Story of adventure, self discovery

Explorer

and the unknown.



Story of transforming visions into

Creator

reality.





Arquetipos de Marca

| Rebel - Story of individuality and rebellion. | y and | Bard - Story of joy and charisma. | Mother - Story of abundance and nurturing. | Guru - Story of wisdom and enlightenment. |
|---|--------|--|--|--|
| Jester - Story of irreverence and creativity. | and | Wizard - Story of transformation and empowerment. | Romantic - Story of passion, romance and fulfillment. | Virgin - Story of idealism, purity y transcendence. |
| Warrior - Story of courage, conquering and believing in yourself. | eving | King - Story of power, authority and quality. | Mate - Story of being there in good and bad times. | Explorer - Story of adventure, self discovery and the unknown. |
| Sorceress - Story of attraction, seduction and irresistible pleasure. | stible | Queen - Story of adoration, quality and control. | Guardian - Story of guide, advice and fatherhood. | Creator - Story of transforming visions into reality. |
| | | | | |

MEDIA BUDGE ALLOCATION 2014-2015

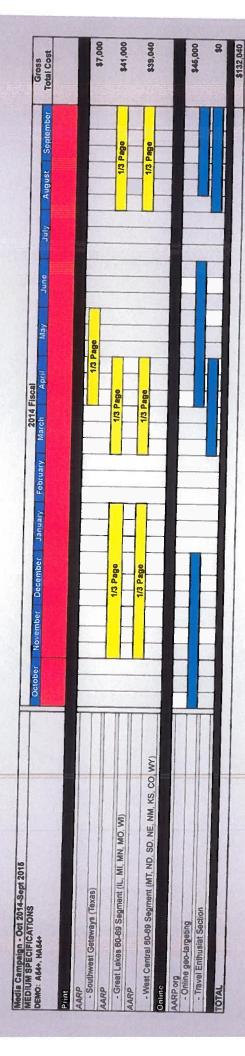
08.26.14

Media Budget Allocation for 2014-2015

| \$132,040 | \$177,500 | \$643,484 | \$90,000 | \$96,733 | \$1 130 75 |
|---------------|-----------|--------------|-------------|-------------|------------|
| Boomer's Plan | RGV Plan | Overall Plan | Online Plan | Mexico Plan | TOTAL |



SOOMMERS Flowchart Potally Beachin'



Print & Online



Totally Beachin' Boomers Summary - \$132,040

Markets:

- Texas, Midwest, Great Lakes, West Central

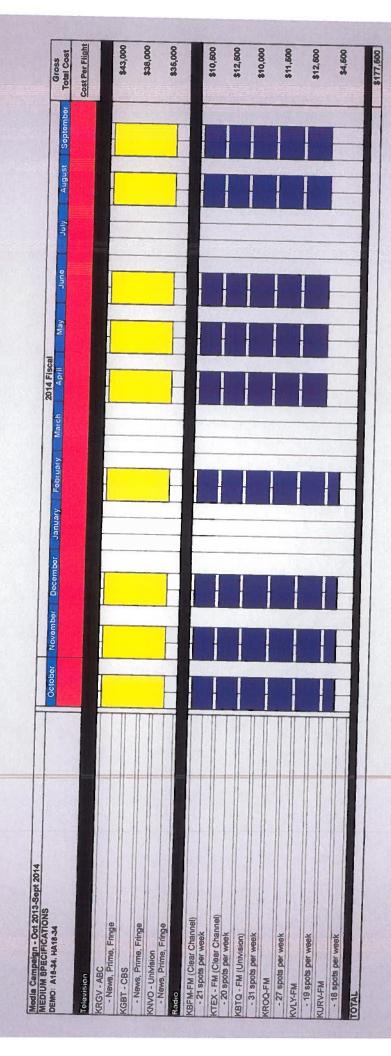
Media Vehicles:

- AARP (Print)
- AARP (Online)

Print & Online



Flowchart RGV Plan



TV & Radio

RGV Plan Summary - \$177,5

TV Stations:

- Univision CBS KRGV - ABC KNVO KGBT

Radio Stations:

KBFM – FM KTEX – FM KBTQ – FM KROQ – FM KVLY – FM KURV – FM

TV & Radio



Overal



TV, Radio, Print, Online



Overall Plan Summary

Fime Warner Cable

Dallas

San Antonio

Austin

RGV

Waco-Temple-Kileen

El Paso

Corpus Christi

Wichita Falls

Beaumont-Port Arthur

Comcast:

- Houston

Radio:

San Antonio

• KSMG

• KTFM

• KROM • KGSX

Austin

• KLQB

• KASE

KBPA

• KMAX

• KHFI

Houston

KBXX

KOVE

TV & Radio



Overall Plan Summary, ced. \$643,484

Publications/Websites:

- TX State Travel Guide
- TX Highways Magazine
 - TX Highways.com
- TX Highways Events
 Calendar
- TourTexas.com
- Exact Target
- TX Monthly

Publications/Websites:

- Birder's Guide
- American Birding Assoc.(aba.com)
- Saltwater Fishing
 Magazine
- Texas Game & Fish
- Windsurf Magazine
- Kiteboarder Magazine
- Ride Texas
- Surfer Magazine

Print/Online



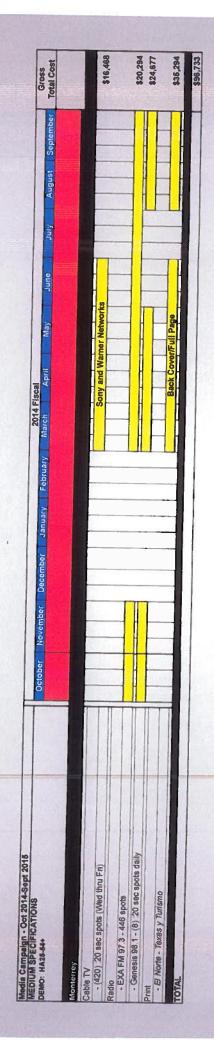
Online Plan -

\$90,000 \$90,000 Gross Total Cost October November December January February Texas/Mexico Plan

Expedia.com: - TX - MX

*October & November, 2014 comes out of 2014 Budget.

Flowcha Mexico Plan



TV, Radio & Print



Mexico Plan Summary \$96,733

Monterrey

- Cable

Sony and Warner Networks

- Radio

• EXA FM 97.3

• Genesis 98.1

- Print

El Norte Texas y Turismo





MEDIA BUDGET ALLOCATION 2014-2015

Thank you!

08.26.14

| MEETING DATE: | August 27, 2014 |
|-----------------------|---|
| NAME & TITLE: | Rachel Flores, CVB Director |
| DEPARTMENT: | Convention & Visitors Bureau |
| ITEM | |
| Update, discussion as | nd possible action on CVB Events July 2014-December 2014. |
| ITEM BACKGROUND | |
| BUDGET/FINANCIAL | SUMMARY |
| COMPREHENSIVE PI | LAN GOAL |
| LEGAL REVIEW | |
| Sent to Legal: | YES: NO: |
| Approved by Legal: | YES: NO: |
| Comments: | |
| RECOMMENDATION | S/COMMENTS |