

**NOTICE OF WORKSHOP
CITY OF SOUTH PADRE ISLAND
CITY COUNCIL**

WEDNESDAY, OCTOBER 5, 2011

I. CALL TO ORDER

The City Council Members of the City of South Padre Island, Texas held a Workshop on Wednesday, October 5, 2011 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor Pinkerton called the meeting to order at 2:00 p.m. A full quorum was present: Council Member Robert A. Fudge, Courtney Hayden, Sam A. Listi, JoAnn Evans and Alita Bagley.

City staff members present were City Manager Joni Clarke, Assistant City Manager Darla Jones, CVB Executive Director Dan Quandt, Public Works Director Scott Fry, Chief Financial Officer Beth Free, Development Director Rick Vasquez and City Secretary Susan Hill.

II. PLEDGE OF ALLEGIANCE

Mayor Pinkerton led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

None

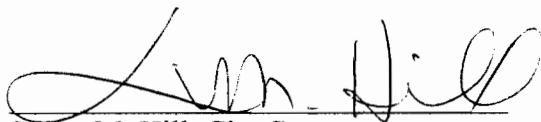
IV. DISCUSSION WITH STEVE ATKINS OF THE ATKINS GROUP, MARKETING FIRM FOR SOUTH PADRE ISLAND REGARDING:

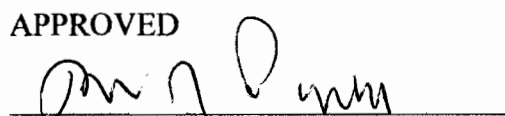
- a. AGENCY CREDENTIALS – INTRODUCTION TO AGENCY STAFF.**
- b. WORK HIGHLIGHTS – SERVICES OFFERED BY THE ATKINS GROUP.**
- c. CONTRACT – RENEGOTIATE SERVICE CONTRACT TO BE SURE IT ALIGNS WITH THE CITY COUNCIL GOALS, INCLUDING SCOPE OF WORK, FEES AND COSTS.**
- d. OPPORTUNITIES – HOTEL REPORTING, PROMOTIONS/SPECIAL OFFERS, IDEAS THAT SUPPORT A YEAR-ROUND ECONOMY AND DEFINE THE TARGET MARKET SEGMENTS FOR THE CITY OF SOUTH PADRE ISLAND.**
- e. CVA (CONVENTION & VISITORS ADVISORY BOARD) – HOW TO EFFECTIVELY USE OUR COMMUNITY RESOURCES TO DRIVE THE MARKETING PLAN.**

Steve Atkins of the Atkins Group presented a slideshow regarding the agency's background and credentials, team members, contract and compensation, work highlights, success and measurements and future opportunities. During and after the presentation, discussion ensued between the City Council and Steve Atkins in order to get a better perspective on what the Agency does for the Convention and Visitors Bureau.

V. ADJOURN.

There being no further business, Mayor Pinkerton adjourned the meeting at 4:23 p.m.


Susan M. Hill, City Secretary

APPROVED

Robert N. Pinkerton, Jr., Mayor

