

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

WEDNESDAY, NOVEMBER 2, 2011

I. CALL TO ORDER

The City Council Members of the City of South Padre Island, Texas held a Workshop on Wednesday, November 2, 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 and JoAnn Evans. Absent was Council Member Alita Bagley.

City staff members present were City Attorney Paul Cunningham, City Manager Joni Clarke, Assistant City Manager Darla Jones, CVB Executive Director Dan Quandt, Chief Financial Officer Beth Free and City Secretary Susan Hill.

II. PLEDGE OF ALLEGIANCE

Mayor Pinkerton led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

None

IV. CONTINUATION OF 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.**

Discussion centered on “Opportunities” and questions that were brought up and discussed included:

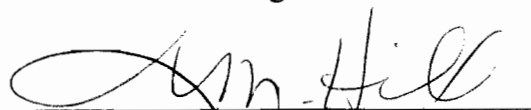
- What do we want to be?
- Who do we want to be?
- How do we become a year round destination?
- Are we to become a world class tourist destination or a bargain deal destination?

Critical needs discussed included:

- Maximize community resources
- Cooperative advertising
- Promotions/Special Offers
- Hotel Reporting

V. ADJOURN.

There being no further business, Mayor Pinkerton adjourned the meeting at 3:30 p.m.


Susan M. Hill, City Secretary

APPROVED


Robert N. Pinkerton, Jr., Mayor

