

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
MARCH 7, 2012

Notice is hereby given that the Convention and Visitors Advisory Board of the City of South Padre Island, Texas will hold a **Meeting on Wednesday, March 7, 2012 at 2:00p.m.,** in the **Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard,** South Padre Island, Texas.

AGENDA

1. Call to order
2. Pledge of Allegiance
3. Public announcements and comments: *This is an opportunity for citizens to speak to the CVA relating to agenda or non-agenda items. Speakers are required to address the CVA at the podium and give their name before addressing their concerns. (Note: State law will not permit the CVA 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 CVA meeting.)*
4. Consent agenda
 - A. Approval of minutes for February 8, 2012
5. Review of monthly and year to date revenues, expenditures and financial statements (Free)
6. Discussion and action on fulfillment process (Clarke/The Atkins Group)
7. Discussion and action on SandCastle Days 25th Anniversary (Hancock)
8. Discussion and action concerning the Convention and Visitors Bureau booking policy (Rowell)
9. Discussion and action concerning considering the development of a commission-based program to solicit sponsorship dollars for events and authorize the City Manager to negotiate a contract (Bigelow)
10. Discussion and action to amend the budget to fund the \$12,000 shortage for fireworks, \$24,000 shortage for the airport shuttle, \$40,000 to move Sand Castle Days from October 2012 to September 2012, and move \$45,000 from collateral pieces to building repairs and general discussion of Hotel Motel and Convention Center budgets (Free)
11. Discussion concerning outsourcing the hotel motel tax collection and delinquency collection process (Free)
12. Discussion and action regarding funding request from SPI Kite Roundup & Beach-N-Biker Fest (Hancock)
13. Update on Marketing Brochure (Atkins)
14. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts (Atkins)
15. Set New Meeting date / agenda items for next meeting
16. Adjourn

Dated this, the _____ day of _____ 2012.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Convention and Visitors Authority Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on _____, 2012 at _____ and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

NOTE: This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

NOTE: 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.