

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
NOTICE OF REGULAR MEETING**

Note: One or more members of the South Padre Island City Council may attend this meeting. If so, this statement satisfies the requirements of the Open Meetings Act

Notice is hereby given that the Economic Development Corporation Board of Directors of the City of South Padre Island, Texas, will hold its **Regular Meeting Tuesday, November 13th, 2018 at 8:30 a.m.** at the Paul Y. Cunningham Jr. Municipal Building, in the Joyce H. Adams Board Room, 2nd floor, 4601 Padre Blvd., South Padre Island, Texas. Following is the agenda on which action may be taken:

- 1. Call to order**
- 2. Pledge of Allegiance**
- 3. Public Comments and Announcements**
This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to give their name before addressing their concerns. (Note: State law will not permit the Board to discuss, debate, or consider items that are not on the agenda. Citizen comments may be referred to staff or may be placed on the agenda of a future Board meeting)
- 4. Approve the Consent Agenda:**
 - 4a. Approve the Minutes from the Regular Meeting of October 16th, 2018**
 - 4b. Financial Report for EDC- October 2018**
 - 4c. Approve excused absences for Susan Guthrie from the November 13th, 2018 meeting, and Tom Bainter and Gayle Hood from the October 16th, 2018 meeting**
- 5. Presentation by Mike Flores, Interim Executive Director of the SPI Convention and Visitor's Bureau, regarding research and analytics tools being used for visitation and marketing**
- 6. Discussion and possible action on a Sea Turtle Inc. request to provide funding to create a parking lot connection between the SPI Birding and Nature Center and Sea Turtle Inc. and to coordinate future signage development along Padre Island Blvd.**
- 7. Discussion and possible action to approve a proposal from Gonzalez Carpentry to investigate water entering around windows at the Birding Center**
- 8. Discussion and possible action regarding the Economic Development Chapter of the City's Comprehensive Plan**

9. **Discussion and possible action regarding the two Community Center Mural submissions**
10. **Report from the Executive Director including an update on the strategic work plan**
11. **Adjournment**

We reserve the right to go into Executive Session regarding any of the items posted on this agenda, pursuant to Sections 551.071, Consultation with Attorney; 551.072, Deliberations about Real Property; 551.073, Deliberations about Gifts & Donations; 551.074, Personnel Matters; 551.076, Deliberations about Security Devices; and/or 551.086, 551.087 Deliberation regarding Economic Development Negotiations (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1)

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Directors of the City of South Padre Island Economic Development Corporation 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 City Hall which will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Dated this the 9th day of November, 2018

SEAL



Darla Lapeyre, Executive Director

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 David Travis, ADA-designated responsible party, at (956)761-8104

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Approve the Consent Agenda

BACKGROUND

RECOMMENDATIONS/COMMENTS

The Birding Center November items will be included in the December packet. They are not meeting until November 14th so I did not receive their items.

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES
Regular Meeting
October 16th, 2018

1. CALL TO ORDER

A regular meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Tuesday, October 16th 2018, at the Paul Y. Cunningham, Jr. City Hall, Joyce H. Adams Board Room, 2nd floor, 4601 Padre Blvd., South Padre Island, Texas. President Irv Downing called the meeting to order at 9:00 a.m. Other Board members present were Vice-President Mickey Furcron, and Directors Jerry Pace, and Theresa Metty. Directors Tom Bainter, Susan Guthrie and Gayle Hood were absent. Also present were EDC Executive Director Darla Lapeyre, South Padre Island Birding and Nature Center President Alita Bagley and Board Member Richard Franke, Sr., Hotel Owner Barry Patel, and Kim Dollar with Property Owners Who Care.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments or announcements.

4. APPROVE THE CONSENT AGENDA

4a. Approve the Minutes from Regular Meeting of September 18th, 2018

4b. Financial Report for EDC-September 2018

4c. Approve the Financial Report for the Birding and Nature Center – September 2018

Upon a motion by Theresa Metty and a second from Jerry Pace, the consent agenda was unanimously approved.

5. QUARTERLY REPORT REGARDING THE OPERATIONS AT THE SOUTH PADRE ISLAND BIRDING AND NATURE CENTER

Birding Center President Alita Bagley addressed the Board with items including financials, obtaining proposals for a digital sign for the Center, and the HalloWings Gala and weekend festivities.

**6. DISCUSSION AND ACTION REGARDING A PROPOSAL FROM
CONSULTECON, INC FOR A BUSINESS PLAN FOR A SOUTH PADRE
NATURE ATTRACTION**

Richard Franke, Sr. from the Birding Center Board presented the proposal for a Business Plan study for a Nature Attraction on the EDC's property in front of the Birding Center. . Barry Patel spoke in favor of the EDC funding the study. Mickey Furcron asked Richard Franke to negotiate a reduced price if possible. Upon a motion from Theresa Metty and a second by Mickey Furcron the Board unanimously approved funding the study in the amount of \$54,000 and forming a committee chaired by a member of the EDC and including a member from the Birding and Nature Center, Convention and Visitors Bureau staff, the Chamber of Commerce, and a Business/Hotel Owner to work with the consultants on the study.

**7. DISCUSSION AND ACTION REGARDING THE ECONOMIC DEVELOPMENT
CHAPTER OF THE CITY'S COMPREHENSIVE PLAN**

The Board asked Ms. Lapeyre to schedule a workshop next week to discuss and place this item back on the November 13th agenda. No formal action was taken.

**8. REPORT FROM THE EXECUTIVE DIRECTOR INCLUDING AN UPDATE ON
THE 2017-18 STRATEGIC WORK PLAN**

Items covered in Ms. Lapeyre's report to the Board included sales tax revenue, hotel tax revenue, Kauffman entrepreneurship course, increased air service to the Harlingen and Brownsville Airports, arts incubator, and the legislative agenda.

9. ADJOURNMENT

The meeting was adjourned at 10:10 a.m.

S E A L

Darla Lapeyre
Executive Director

APPROVED:

Irv Downing
President



Memo

To: South Padre Island Economic Development Corporation Board of Directors
From: Rodrigo Gimenez, Chief Financial Officer
City of South Padre Island
CC: Darla Lapeyre
Date: November 9, 2018
Re: October 31, 2018 Operating Statement

The October 31, 2018 Operating Statement for the South Padre Island Economic Development Corporation as well as the Balance Sheet as of October 31, 2018 are attached for your review. **Transactions summarized in the statements are those processed through the Finance Department of the City.**

The Birding and Nature Center sales are not reflected in these financial statements, since they took their bookkeeping in house in October of 2011.

Sales Tax amounts include the September tax collections sent to the State of Texas in October and distributed to local governments in November. This November allocation payment is accrued for financial statement presentation purposes in the October Operating Statement.

Please contact me at rgimenez@MYSPI.org at your earliest convenience should you have any questions.

City of South Padre Island
Economic Development Corporation
Balance Sheet
October 31, 2018/2017

Assets	2018		2017	
Cash and Cash Equivalents	\$	860,491	\$	897,174
Receivables - Sales Tax		66,814		62,803
Revolving Loan Receivable		34,167		45,333
Due From General Fund		-		-
Miscellaneous Receivables		-		-
Prepaid Expenses		-		-
Total Assets	\$	961,472	\$	1,005,310

Liabilities and Fund Balance

Deferred Revenue	\$	34,167	\$	45,332
Accounts Payable		-		-
Sales Tax Payable		-		-
Payroll Taxes Payable		254		-
Wages Payable		-		-
Due to General Fund		-		-
Reserved for Encumbrances		-		-
Other Liabilities		491		-
Total Liabilities		34,912		45,332
Fund Balance		926,560		959,977
Total Liabilities and Fund Balance	\$	961,472	\$	1,005,309

City of South Padre Island
Economic Development Corporation
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
October 31, 2018/2017

	2018		2017
	Budget	Actual	Actual
Revenues			
Sales Tax	\$ 813,000	\$ 66,814	\$ 62,803
Revolving Loan Revenue	11,581	948	910
Grant Revenue	-	-	-
Interest Revenue	1,194	999	191
BNC Expense Reimbursement	-	-	-
Miscellaneous Revenues	10	-	-
Total Revenue	825,785	68,761	63,904
Expenditures			
General Administrative Expenses	800,785	42,701	38,353
BNC Cash Advances	10,000	-	-
BNC Maintenance Expenses	45,000	1,200	1,180
Total Expenditures	855,785	43,901	39,533
Excess (Deficiency) of Revenues Over (Under) Expenditures	(30,000)	24,860	24,371
Fund Balance - Beginning	901,700	901,700	935,606
Fund Balance - Ending	\$ 871,700	\$ 926,560	\$ 959,977

FUND :80 -ECONOMIC DEVELOPMENT CORP

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : DEPT 580 - EDC

NOTATION :

ACCOUNT NUMBERS	ACCOUNT DESCRIPTION	-- MONTH -- -----		YEAR TO DATE		CURRENT		BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	UNENCUMBERED BALANCE	PERCENT REMAINING
580-0534-019	BUSINESS RECRUITMENT	1,295.00	0.00	1,295.00	1,295.00	0.00	(1,295.00)	0.00
580-0534-020	BNC LANDSCAPING PROJ	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0540	ADVERTISING	295.00	0.00	295.00	295.00	3,500.00	3,205.00	91.57
580-0550	TRAVEL	1,550.00	0.00	1,550.00	1,550.00	6,000.00	4,450.00	74.17
580-0551	DUES & MEMBERSHIPS	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
580-0555	PROMOTIONS	1,125.00	0.00	1,125.00	1,125.00	3,000.00	1,875.00	62.50
580-0560	RENTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0576	BEACH RENOURISHMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0599	PROMOTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		4,240.83	0.00	4,240.83	4,240.83	28,300.00	24,059.17	85.01
<u>EQUIPMNT > \$5,000 OUTLAY</u>								
580-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1003	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1011	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00	0.00	0.00	0.00
<u>INTERFUND TRANSFERS</u>								
580-9470	TRANSFER TO EDC DEBT	32,554.24	0.00	32,554.24	32,554.24	390,650.00	358,095.76	91.67
580-9471	TRANSFER TO GENERAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9476-01	TSF TO BEACH NOURISH	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9483	TSF TO BNC FACILITY	0.00	0.00	0.00	0.00	97,600.00	97,600.00	100.00
		32,554.24	0.00	32,554.24	32,554.24	488,250.00	455,695.76	93.33
<u>SPECIAL PROJECTS</u>								
580-9175	ELECTION EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9178	DESIGNATED PROJECTS	0.00	0.00	0.00	0.00	200,452.00	200,452.00	100.00
580-9178-001	TOMPKINS CHANNEL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9181	BNC CASH ADVANCE	0.00	0.00	0.00	0.00	10,000.00	10,000.00	100.00
		0.00	0.00	0.00	0.00	210,452.00	210,452.00	100.00
DEPARTMENT TOTAL		42,700.92	0.00	42,700.92	42,700.92	810,785.00	768,084.08	94.73

PERIOD ENDING: OCTOBER 31ST, 2018

THE CITY OF SOUTH PADRE ISLAND

PAGE: 3

FUND :80 -ECONOMIC DEVELOPMENT CORP

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : BNC BUILDING FACILITY

NOTATION :

ACCOUNT NUMBERS	ACCOUNT DESCRIPTION	EXPENDITURES	ENCUMBRANCES	YEAR TO DATE EXPENDITURES	TOTALS	CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
<u>REPAIR AND MAINTENANCE</u>								
583-0411	BUILDINGS & STRUCTUR	1,219.17	0.00	1,219.17	1,219.17	0.00	(1,219.17)	0.00
		1,219.17	0.00	1,219.17	1,219.17	0.00	(1,219.17)	0.00
<u>MISCELLANEOUS SERVICES</u>								
583-0520	INSURANCE	0.00	0.00	0.00	0.00	45,000.00	45,000.00	100.00
583-0580	ELECTRICITY	(18.95)	0.00	(18.95)	(18.95)	0.00	18.95	0.00
		(18.95)	0.00	(18.95)	(18.95)	45,000.00	45,018.95	100.04
DEPARTMENT TOTAL		1,200.22	0.00	1,200.22	1,200.22	45,000.00	43,799.78	97.33

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Presentation by Mike Flores, Interim Executive Director of the SPI Convention and Visitor's Bureau, regarding research and analytics tools being used for visitation statistics and marketing results

BACKGROUND

I invited Mike to attend our meeting and give a report on the latest and greatest new tools being used by the CVB to target visitors and measure their marketing results

RECOMMENDATIONS/COMMENTS

The EDC and CVB are connected in their mission and it is one of my tasks to work closely together with Mike and keep up to date on what research we can offer each other to connect the dots in our efforts to bring more people to SPI.

There is no back up documentation for this item.

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Discussion and possible action on a Sea Turtle Inc request to provide funding to create a parking lot connection between the SPI Birding and Nature Center and Sea Turtle Inc and to coordinate future signage development along Padre Island Blvd.

BACKGROUND

Irv was approached by Sea Turtle to make this request. Richard Franke had suggested a pedestrian walkway connecting the two properties at the last meeting when we were discussing the study for the new Nature Attraction on the property.

RECOMMENDATIONS/COMMENTS

The Birding Center Board has not discussed this item at their meeting.

There is no back up documentation for this item.

11/9/2018

Gmail - Board Agenda Item Request



SPI EDC <southpadreislandedc@gmail.com>

Board Agenda Item Request

1 message

Irv Downing <iwdowning@gmail.com>

Fri, Nov 9, 2018 at 8:25 AM

To: SPI EDC <southpadreislandedc@gmail.com>, Susan Guthrie <sguthrie@myspi.org>

Sea Turtle Inc. has requested the following agenda item be included in our next EDC Board meeting:

Discussion and possible action on a Sea Turtle Inc. request to provide funding to create a parking lot connection between the SPI Birding and Nature Center and Sea Turtle Inc and to coordinate future signage development along Padre Island Blvd.

Jeff George will make a presentation to the Board.

Please let me know if you have any questions.

Irv Downing

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Discussion and possible action to approve a proposal from Gonzalez Carpentry to investigate water entering around windows at the Birding Center

BACKGROUND

When setting up for the HalloWings event it was noticed some black mildew around the window you see when looking up from under the stairs. The window trim looked like it had water damage. Several contractors were called. Gus Gonzalez responded and upon investigating all the windows, 9 showed evidence of water damage. This bid is to investigate the issue and he will provide a proposal to repair the problem.

RECOMMENDATIONS/COMMENTS

EDC owns the building and is responsible to repair doors and windows per the Operating Agreement.

GONZALEZ CARPENTRY

PROPSAL

10-27-18

**Gonzalez Carpentry
1601 East Bowie Ave.
Harlingen TX 78550
(956) 454-7457**

**Birding Center
6801 Padre Blvd.
S. P. I. TX 78597**

**Remove vertical and horizontal wood trim
From 9 windows to determine where water is entering
From exterior.
Remove all necessary drywall above and around same 9
Windows to determine where water is entering
From exterior.
Once we have found where the water is entering
The build.
Gonzalez Carpentry LLC will evaluate the damage
And issue a new proposal to repair damage.**

Total material & labor.....	\$ 1,200.00
Contracting fee.....20%.....	\$ 240.00
<hr/>	
Total.....	\$ 1,240.00

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Discussion and possible action regarding the Economic Development Chapter of the City's Comprehensive Plan

BACKGROUND

The item was emailed separately to you since it is 75 pages. Please review and bring any changes to the meeting.

RECOMMENDATIONS/COMMENTS

Once finalized I will include the goals on my Strategic Plan Matrix you all receive monthly.

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Discussion and possible action regarding the two Community Center Mural submissions

BACKGROUND

We received submissions from two artists. The Murals Art Committee will be meeting on the 14th to select the artist. Please review and email me your preference if you have one so I can let the committee know. The mural should be completed by 1/31/19.

RECOMMENDATIONS/COMMENTS

An artist needs to be selected next week so the final design can be approved. The funding we will receive is \$1800 from the Active Plan grant. El Paseo Arts may provide some additional funding if needed. If the cost of the mural exceeds this amount, I will ask the EDC Board for the additional funding.

**Re: Regional Mural Program - Grant Allocation**

1 message

Diego Gomez <diego.gmz3@gmail.com>

Tue, Oct 23, 2018 at 3:36 PM

To: "Davila, Rodrigo" <rdavila@myharlingen.us>

Cc: "Meza Edward P." <edmeza@myharlingen.us>, crathbun@ranchoviejotexas.com, Rolando Vela <cm@lvtexas.us>, Brandi Horton <brandi@railstotrails.org>, Darla Lapeyre <southpadreislandedc@gmail.com>, "Manuel De La Rosa (mdelarosa@cityofsanbenito.com)" <mdelarosa@cityofsanbenito.com>, "Mendez, Javier (jmendez@myharlingen.us)" <jmendez@myharlingen.us>, Liz Thorstensen <liz@railstotrails.org>, kellyp@railstotrails.org, "Aida Gutierrez (agutierrez@townofcombes.com)" <agutierrez@townofcombes.com>, rose gowen <mzgmd@mac.com>, drew@railstotrails.org, "Eva L. Garcia" <eva.garcia@cob.us>, "Ben Medina (bmedina@riehondo.us)" <bmedina@riehondo.us>, Graham Sevier-Schultz <grahamrailstotrails@gmail.com>, Katie McKinney Guerin <katie@railstotrails.org>, Bernard Rodriguez <brodriguez@cityofsanbenito.com>, Susan Guthrie <sguthrie@myspi.org>, Ramiro Gonzalez <ramiro.gonzalez@cob.us>

1. Harlingen
2. San Benito
3. Combes
4. Rancho Viejo
5. Rio Hondo
6. Laguna Vista
7. South Padre Island

On Tue, Oct 23, 2018 at 3:33 PM Davila, Rodrigo <rdavila@myharlingen.us> wrote:

Diego,

Who are the 7?

Rodrigo Dávila, CPM
Planning & Development Director
City of Harlingen
956.216.5101
rdavila@myharlingen.us

This e-mail may contain confidential and/or privileged information. If you are not an addressee or otherwise authorized to receive this message, you should not use, copy, disclose or take any action based on this e-mail. If you have received this material in error, please advise the sender immediately by reply e-mail and delete this message.

ATTENTION PUBLIC OFFICIALS: a "Reply to All" of this e-mail could lead to violations of the Texas Open Meetings Act. Please reply only to the sender. Please note that any correspondence, such as e-mail or letters, sent to City staff or City officials may become a public record and made available for public/media review.

On Oct 23, 2018 2:59 PM, Diego Gomez <diego.gmz3@gmail.com> wrote:

Hello,

We received signed MoU's from seven municipalities, so Brownsville is now sending them to the Mayor for his signature. Once we have the fully executed MoU's we will deliver the originals back to those who require originals or we can email a scanned copy if originals aren't necessary.

Each municipality will receive \$1,885.71 (\$13,200 / 7). We are finalizing the process for transferring the funds, so we will have more details soon.

Thanks to everyone for your effort in committing to the Regional Mural Program. We will continue working together over the next couple of months to make sure all municipalities have the resources and support necessary to install the murals.

Regards,
Diego

MURAL SUBMISSION
FROM
CHRISTINA SALAZAR

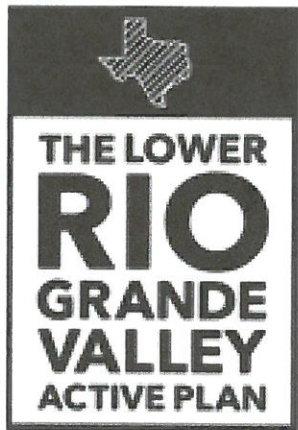




MURAL SUBMISSION
FROM
MARIO MORALES



rails-to-trails
conservancy



**SOUTH PADRE ISLAND
MURAL PROJECT**



**Call for Artists:
MURAL PROPOSAL #3**

November 9, 2018

CALL FOR ARTISTS MURAL CRITERIA

General Information:

- Mural must capture both the spirit of an active lifestyle and the spirit of South Padre Island.
Solution: Use of colors from the existing logo to create continuity and visual branding. Part of existing structure (wall sign) was incorporated into one of the mural panels. The color bands on the top and bottom of mural area will serve to frame the mural, as well as integrate it to the center panel. Recognizable elements were used to evoke viewer recognition and engagement. Design was enlarged and simplified in order for it to be visible and understandable form near and far, standing or in movement, and from any of the traffic flows. Elements depict many of the activities in SPI.

Submission Process:

- General Portfolio attached to document (Full portfolio available upon request)
- Combined experience 40+ years in fine arts, decorative arts, murals, project management - Document attached
- Sample mural attached - Once approved, elements will be scaled as per wall's existing dimensions
- Artist collaboration: Krissy Designs and Artistico Inc- concept and design development / Artistico Inc - Production

Selection Process Criteria:

- **Creativity:**
 The purpose of this design, was to fall under the paramaters and visual requirements of various existing standards such as "art in public places", city ordinances, the "action plan" etc. The murals had to be general and diverse enough in order to engage every visitor. Various dynamics were use to achieve this, such a chromotherapy, advertising psychology, geometric designs, application of the "Golden Ratio" for balance, distribution and visual contact. Color scheme was consistent with existing city colors, and design was integrated into the background and elements in order to achieve cohesiveness, and memory retention. The application of these disciplines will result in a high level of engagement and participation, therefore increasing the amount of visitors to the community center, as well as attract clientele to the surrounding businesses. Mural can be engaged from any angle and direction, and though the division of the same into three sections, it will create an interactive experience, and it will "move and adapt" as the person travels by it. Elements are positioned in various levels and at different scales to create additional depth and 3Dimensional effects on a 1D surface.
- **Achievability:**
 The original design was scaled down and painted by hand and digitalized in order to be able to scale it to actual building. Once the project is approved, a final on site measurement will be made and the final draft will be completed. By the time on site production starts, a full digital rendering of the three panels will be completed, along with all measurements and dimensions in order to expedite production, Weather conditions have already been assessed, and a plan of action has been implemented in anticipation. Execution will commence from day one and the project will be complete by projected deadline. projection units, staging, lasers and other equipment will be used to ensure efficiency, proficiency and expediency.
- **Content:**
 Mural content encompasses local activities, lifestyle and depicts fauna and flora in the region. Some of the elements incorporated into the mural promote or showcase other attractions in SPI, for example the turtle and pelican refer to the birding and turtle centers, while the hibiscus plants in the palm trees refer to the mural at the convention center. The thesis of the design, is for it to be easily "absorbed" by the visitors, and create in them curiosity to visit the other attractions. The combined response, will be that once they visit the other places depicted in the mural, they will re-engage back to the community center. The content as it is designed creates and plants a basic platform for everything there is to do at the island, and it will certainly be an attraction and a photo op for tourists. By increasing traffic to this area, as well as making it a photo destination, it will serve as free advertising and promotion.

Mario S. Morales: Owner / Lead Artist / Designer

Kristen Morse: Artist / Project Lead / Designer



SOUTH PADRE ISLAND MURAL PROJECT PROPOSAL

MURAL 1 ASSESSMENT

REVISIONS	
A	REMARKS
01	A-01 PROJECT 1 - MURAL ASSESSMENT- DESIGN
02	A-02 MURAL PROPOSAL 1
03	A-03 PROPOSAL 2 -MURAL ASSESSMENT- DESIGN
04	A-04 MURAL PROPOSAL 2
05	A-05 MURAL PROPOSAL 3

A 01

MURAL CONCEPT AND DESIGN

The proposed design is to be placed on the South and South East walls of the SPI Community Center. The projected length per wall is 42 linear feet per wall, with a combined total of 84 linear feet. The overall area of both areas is a total of 480 square feet. In order to create visual continuity between both walls, the full mural design consists of three panels, divided equally between both walls. By mirroring the main background of the lateral sides, it allows for a balanced anchoring design, while the center panel visually eliminates the corner of the building. This will create an optical illusion when seen traveling in a north direction. When seen traveling in an Eastern or Southern direction, each individual wall can visually stand alone. In every one of these cases, the viewer will be able to view and identify different elements. The objective of a three panel mural, is for it to be dynamic, The viewer will always have a different perspective based on the direction he/she is traveling or standing. This allows for a unique view every time. The selection of the theme was based on recognizable objects that depict action, motion and participation, With a subjective theme, each individual person will be able to create their own interpretation based on their personal experiences. The dominant theme colors reflect the existing colors of South Padre Island's official logo. This was done to create "brand awareness" and recognition. Furthermore, the existing logo on the South East wall, was incorporated into the design of the panel. In consideration of the different angles and distances in which it would be seen, the objects will be large enough to be appreciated from a standing distance, as well as while driving by on the main drag. The use of simple shapes and primary colors, was chosen to visually attract and stimulate both children and adults, The design will serve as background for photo opportunities, give the community center its own personality and charm, as well as adorn the existing landscape.



Mario S. Morales: Owner / Lead Artist / Designer

Kristen Morse: Artist / Project Lead / Designer



**SOUTH PADRE ISLAND
MURAL PROJECT PROPOSAL**

MURAL 1 PROPOSAL

REVISIONS

A	PAGES	REMARKS
01	A-01	PROJECT 1 - MURAL ASSESSMENT - DESIGN
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03	A-03	PROPOSAL 2 - MURAL ASSESSMENT - DESIGN
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05	A-05	MURAL PROPOSAL 3

MURAL CONCEPT AND DESIGN - OPITION 2

Mural Re-Design Assessment:

The full mural design consists of 2 panels, divided equally between both walls. A scenery / action as it would exist, might not be the most effective approach for various technical reasons. Also, in using or changing the design to be more composition style like at the community center, there is not enough visual distance nor wall space for it to be effective . In order to create correct perspective, the actives / objects will have to be downscaled..compromising the visual capture and retention .

The wall(s) to be painted have 3 possible visual angles . People can walk up to it, and upon doing so will be a few feet away, but over 80 % of all who see it will be in transit. There are two types of traffic to consider... Active and passive. Active traffic are those that would be going directly to see it (captive audience) which would be less than 15% of the intended market and the rest would be transitory. (driving by) The engagement distances and visual accesses for the transitory traffic will vary and be of big importance, if the intention of the mural is to get additional people to those who already know about it, to stop. The design must consider all these things in order to be effective in its purpose and presentation ...

For example, if done "scene theme", and using the "golden rule" of design or "the rule of thirds". working on three planes: background, foreground and theme actives on a 10 ft high wall, any active (ie: person, fish, boat etc., the largest item would be 1/3 of that which makes it 3.33 feet. Any other elements added, will have to be in perspective as to the largest item. Meaning, that if the tallest item depicts a 18 foot palm tree, and is painted 3 feet tall, then if you paint a regular person, It should be around about 1/3 the size in reference to palm tree, making it only approx.1 ft tall. All other actives would be painted in reference and perspective to these, as well as their position in the foreground and background, making some even smaller than 1 ft.

At the distances given below, the design wil not be seen at all ... it will be a blur and only appreciated up close.

For the purposes described within all criteria in the art on public spaces, AIA, Active Planetc as per The info in the initial proposal, the request for a more scenic mural solves one issue, but leaves the important ones unaddressed....

- 1.- from the side street (south wall)
- 2.- north direction (can see both walls)
- 3.- south direction

The real visual traffic distance (right of way) from all these areas are

- 1.- min of 30 ft ft from wall to west right of way past shoulder (bike lane) ...minimum of 42 ft from wall to east right of way. Considering the 25 miles an hr limit, but the time the tourist sees the mural, it will be more than 3/4 past it this is considering that they will have to make the stop sign and even then, the mural will be behind them ...and although it will have the possible distance, they will not have enough time to visually capture it.
- 2.- North direction. The closest north direction lane is a minimum of 114 ft traveling at 35 miles per hour at that distance and speed, height of building, road obstructions (median, bushes, stop sign, lamppost, handicapped post, plant tree... you would never see the art workyou see the wall, you won't see the detail ... the mural would be the about the 7th element in your perspective from front to back
- 3.- south direction the closest right of way is a minimum of 80 feet. There is a large building before the community center which would distract the viewer and at a 35 mph speed this is probably the angle with the least direct visual access, the travel direction is in an exit pattern (away from the island) and the building is nestled deep inside the street - again, lost of visual stops before the mural, street posts, lamps, signs, palm trees etc

It is for these reasons, that the mural was simplified into a two dimensional design with medium detail (Option 1) the intent was to immediately capture, project, captivate, interest and draw the viewer....

I am also attaching the following link which describes / is more concrete in explaining the latter ...

<https://www.google.com/amp/s/99designs.com/blog/tips/back-to-basics-part-ii-principles-of-design-with-painting/amp/>

For the best example of how it will be seen, there is an existing mural that is in the same area, same side of the street, almost same distance from street etc — and it is "Cactus Flower interiors) — they used a similar type of design and lore than likely for similar reasons.....

Mario S. Morales: Owner / Lead Artist / Designer

Kristen Morse: Artist / Project Lead / Designer



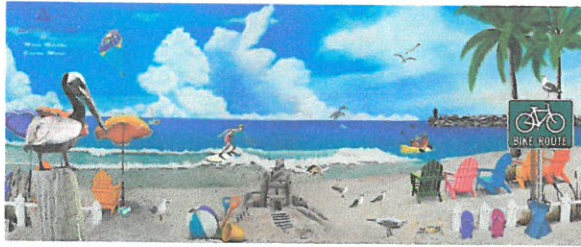
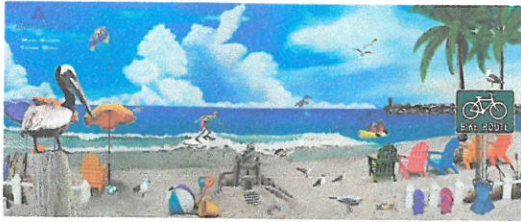
SOUTH PADRE ISLAND MURAL PROJECT PROPOSAL

MURAL 2 ASSESSMENT

REVISIONS		
A	PAGES	REMARKS
01	A-01	PROJECT 1 - MURAL ASSESSMENT - DESIGN
02	A-02	MURAL PROPOSAL 1
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05	A-05	MURAL PROPOSAL 3

A 03

MURAL CONCEPT AND DESIGN - OPITION 2



Mario S. Morales: Owner / Lead Artist / Designer

Kristen Morse: Artist / Project Lead / Designer



**SOUTH PADRE ISLAND
MURAL PROJECT PROPOSAL**

MURAL 2 PROPOSAL

REVISIONS

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05	A-05	MURAL PROPOSAL 3

A 04

Mural Re-Design Assessment 3:

MURAL CONCEPT AND DESIGN - OPITION 3

The full mural design consists of 2 panels, divided equally between both walls, with a main background running from left of south wall, to the end of the northwest wall. The South wall will be broken additionally into three individual contained sections (photos). The Northeast wall will have three additional individual contained sections, and revolve around the existing sign.

This design approaches the theme in a different manner than the first two options. It addresses both requisites and concerns, by seamlessly merging and integrating themes/styles, without sacrificing aesthetics or visual / perception dynamics. This solution allows for a very distinct visual appeal, as well as it allows for a large scale depiction of active lifestyle.

By using these individually contained areas (pictures), varied depictions of active lifestyles can now be done at a larger scale, than if used in a composition style murals where the rule of thirds would have to strictly adhered to. Furthermore, you would have 6 mini-murals within a large one. The overall design depicts most of the available activities at SPI. Additionally, captions were added to the bottom of the polaroids, in order to add additional appeal, interaction and personal association to/with their own personal experience. Finally, this mural can be seen and appreciated from up close, as well as from a distance. It is simple and fun enough, that people will be drawn to it, and elaborate enough to make it more of a detailed art piece,



Mario S. Morales: Owner / Lead Artist / Designer

Kristen Morse: Artist / Project Lead / Designer



**SOUTH PADRE ISLAND
MURAL PROJECT PROPOSAL**

MURAL 2 PROPOSAL

REVISIONS

A	PAGES	REMARKS
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05	A-05	MURAL PROPOSAL 3

A 05

**ECONOMIC DEVELOPMENT
CORPORATION
AGENDA ITEM COVER PAGE**

MEETING DATE: November 13th, 2018

ITEM

Report from the Executive Director including an update on the strategic work plan

BACKGROUND

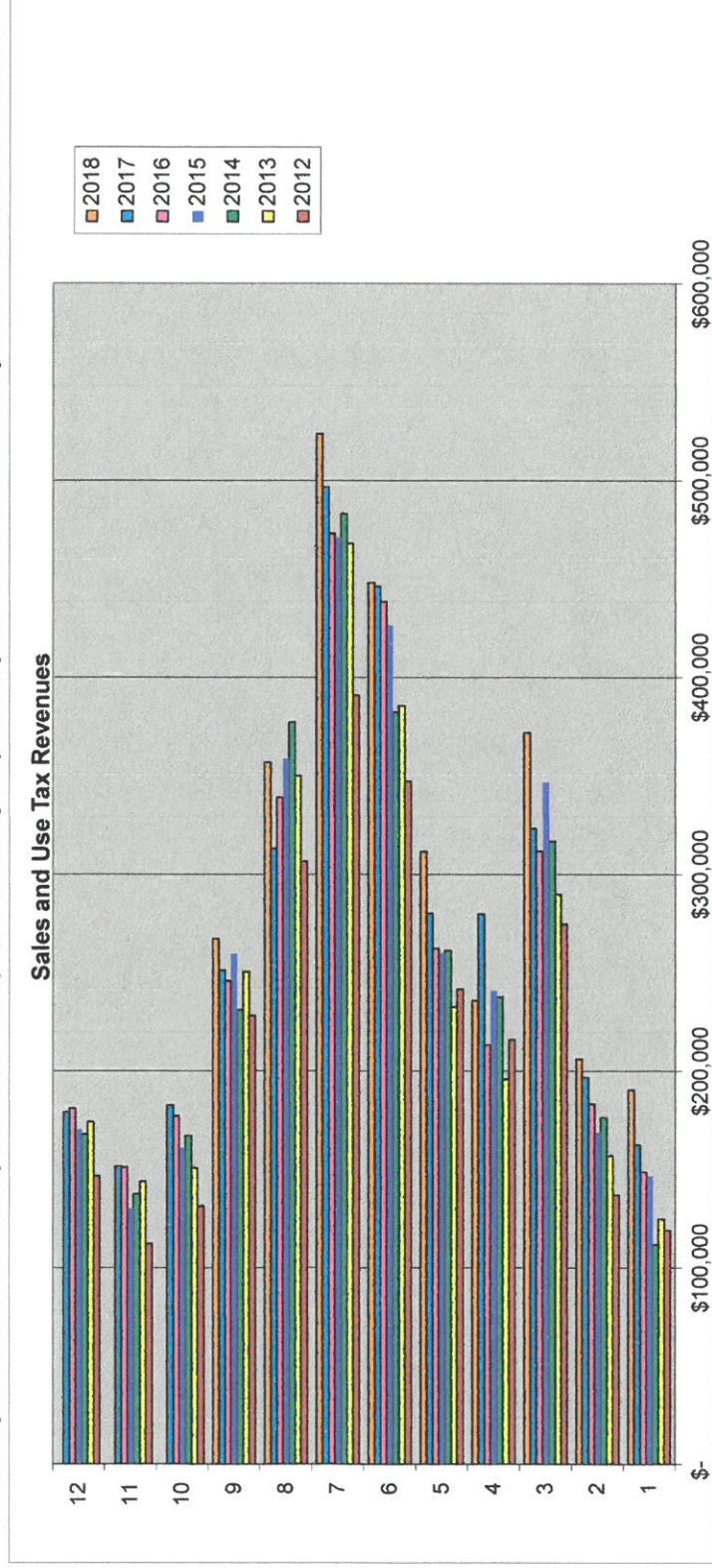
The Executive Director will report on the economic indicators and the strategic work plan

RECOMMENDATIONS/COMMENTS

South Padre Island Sales and Use Tax Revenues

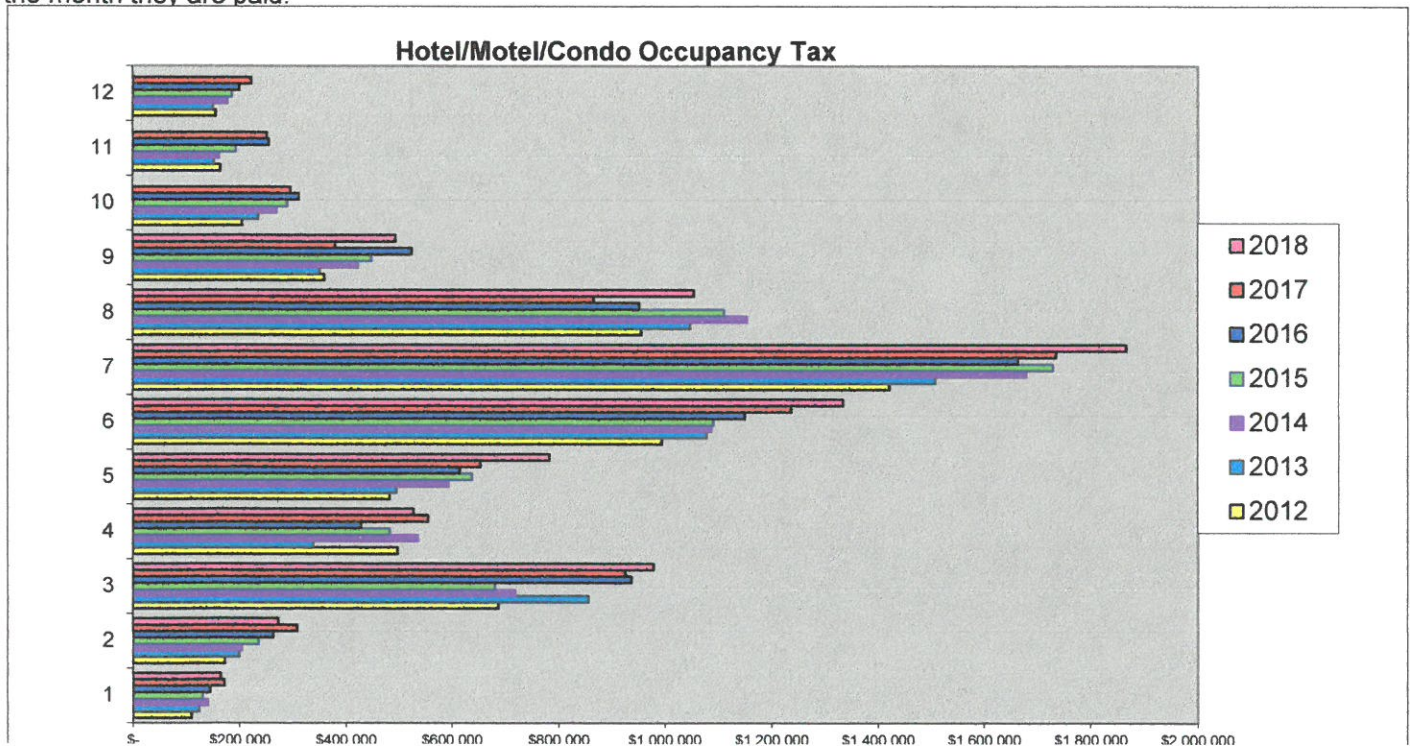
	2012	2013	2014	2015	2016	2017	2018	
January	\$ 119,092	\$ 124,955	\$ 111,837	\$ 147,033	\$ 148,673	\$ 162,359	\$ 190,422	17.28 %
February	137,090	156,927	176,331	168,939	183,246	196,705	206,130	4.79
March	274,677	289,849	316,834	346,948	311,867	323,169	372,025	15.12
April	215,913	195,868	237,624	241,179	213,305	279,898	235,839	(15.74)
May	241,670	232,586	261,170	260,265	262,341	280,107	311,590	11.24
June	347,206	385,570	382,481	426,572	438,459	446,128	448,195	0.46
July	390,920	467,989	483,156	471,196	473,223	496,833	523,677	5.40
August	306,588	350,038	377,267	359,029	339,074	313,046	356,980	14.03
September	228,185	250,437	231,042	259,809	245,959	251,213	267,254	6.39
October	131,407	150,816	167,179	161,032	177,265	182,611		
November	112,229	143,930	137,595	130,352	151,043	151,463		
December	146,595	174,214	167,830	170,488	180,991	178,991		
Total	\$ 2,651,572	\$ 2,923,179	\$ 3,050,346	\$ 3,142,842	\$ 3,125,446	\$ 3,262,523		

NOTE: Percentages of change March vs. April each year are principally the result of the month in which Easter falls. Amounts reported in January are based on January sales, for example, even though reported by the State and received by South Padre Island in March.



South Padre Island Hotel/Motel/Condo Occupancy Tax								
	2012	2013	2014	2015	2016	2017	2018	
								% change
January	\$ 109,774	\$ 123,289	\$ 140,192	\$ 130,054	\$ 144,395	\$ 171,097	\$ 164,700	(3.74)
February	171,451	199,626	204,078	234,729	262,332	307,996	272,536	(11.51)
March	687,275	855,873	718,514	680,389	936,915	925,001	978,343	5.77
April	497,202	338,337	535,518	482,346	428,171	554,854	527,203	(4.98)
May	482,275	494,883	593,135	637,343	614,276	653,664	782,548	19.72
June	994,101	1,078,509	1,086,514	1,090,245	1,149,624	1,236,747	1,333,234	7.80
July	1,420,513	1,507,657	1,679,092	1,728,733	1,662,906	1,734,025	1,866,364	7.63
August	955,899	1,046,929	1,153,488	1,111,051	951,521	865,453	1,054,553	21.85
September	359,467	350,530	422,559	447,169	524,272	379,134	492,714	29.96
October	205,150	234,719	268,955	288,878	311,226	295,670		
November	163,655	152,042	161,516	193,079	254,499	251,333		
December	155,338	149,820	177,192	185,416	199,886	221,956		
Total	\$ 6,202,100	\$ 6,532,214	\$7,135,926	\$7,209,432	\$7,440,023	\$ 7,596,930		

Occupancy tax is 17% as of January 2017. 10.5% is collected by the City of South Padre Island monthly, .5% by the County, and 6% by the state of Texas quarterly. Any hotel or condo visit longer than 30 days is tax exempt. Percentages of change March vs. April are partially the result of the month in which Easter falls. The monthly occupancy tax reports from the finance office include any late payments received from properties behind in their taxes. The City reports them in the month they are paid.



South Padre Island Property Tax Revenue									
	2012	2013	2014	2015	2016	2017	2018		
January	\$ 925,441	\$ 768,980	\$ 774,747	\$ 775,106	\$ 842,301	\$ 809,677	\$ 889,250		
February	498,598	587,833	697,644	643,376	851,485	779,513	906,895		
March	488,209	154,633	129,345	126,429	133,534	245,531	243,804		
April	125,963	85,060	97,865	108,299	108,879	164,361	178,924		
May	117,171	100,790	74,555	68,063	54,257	88,915	67,485		
June	93,955	77,075	98,131	84,304	94,716	78,442	78,199		
July	222,631	135,249	125,279	111,522	85,053	70,064	121,814		
August	63,604	58,877	35,643	30,635	35,618	33,474	35,950		
September	33,535	44,457	41,480	25,557	13,612	95,148	127,921		
October	1,716,909	1,953,119	2,035,083	1,344,874	1,699,349	522,220	3,258,610		
November	2,287,424	1,925,829	1,828,594	2,797,154	2,639,129	3,863,902			
December	493,478	462,976	645,800	584,920	802,241	793,295			
TOTAL	\$ 7,066,918	\$ 6,354,878	\$ 6,584,166	\$ 6,700,239	\$ 7,360,174	\$ 7,544,542			
As of October 1:									
Tax rate per \$100	0.252071	0.254384	0.262754	0.28564	0.30564	0.31564			
Taxable value	\$ 2,606,119,273	\$ 2,583,563,287	\$2,516,386,826	\$ 2,478,519,198	\$ 2,495,811,088	\$ 2,523,614,600			

South Padre Island Building Permit Valuations

	2012	2013	2014	2015	2016	2017	2018	Commercial	Residential
January	\$ 552,718	\$ 703,791	\$ 434,335	\$ 4,490,817	\$ 2,620,888	\$ 1,800,672	\$ 2,646,580	\$ 123,000	\$ 2,523,580
February	1,968,904	330,425	2,117,014	1,887,739	1,675,855	5,039,127	863,730	70,000	793,730
March	449,800	1,016,164	271,651	2,319,135	3,840,221	292,310	1,466,569	42,800	1,423,769
April	268,337	554,688	412,515	8,676,090	816,823	683,307	688,098	207,290	480,808
May	915,996	295,625	1,052,261	1,143,022	1,227,546	1,478,355	1,156,579	221,850	934,729
June	1,243,528	177,150	1,717,942	842,403	595,320	1,318,655	2,974,574	1,981,891	992,683
July	412,100	145,069	160,664	1,439,706	1,236,569	40,748,569	750,081	39,500	710,581
August	459,314	2,525,727	500,475	1,799,928	1,973,961	1,431,102	624,914	77,520	547,394
September	373,975	692,401	894,061	1,205,667	3,132,869	392,210	1,593,682	236,712	1,356,970
October	950,100	885,901	2,322,681	792,963	963,435	480,367	363,576	59,925	303,651
November	2,022,260	1,103,873	1,975,292	2,008,807	1,028,228	-			
December	773,540	162,116	1,894,849	2,855,683	582,797	1,201,460			
Total	\$ 10,390,572	\$ 8,592,930	\$ 13,753,740	\$ 29,461,960	\$ 19,694,512	\$ 54,866,134			



Lone Star National Bank

P.O. Box 1127 • Pharr, Texas 78577-1127
www.lonestarnationalbank.com



Customer Service (956) 984-2440
Toll-Free Customer Service (800) 580-0322
24-Hour Phone Banking (956) 984-2444
Lost or Stolen Debit Card (800) 580-0322

Date 10/31/18 Page 1
Primary Account XXXXXXXXXXXXX2005
Enclosures 1

SOUTH PADRE ISLAND ECONOMIC DEVELOPMENT
6801 PADRE BLVD
SOUTH PADRE ISLAND TX 78597

If you have overdrawn your account, be advised we have other less expensive methods to handle NSF item payments. Presenting transactions against NSFs is an expensive practice. To discuss other alternatives, call us at (800)580-0322 ext. 2440.

CHECKING ACCOUNTS

NOW Checking Commercial		Number of Enclosures	1
Account Number	XXXXXXXXXXXX2005	Statement Dates	10/01/18 thru 10/31/18
Previous Balance	116,720.60	Days in the statement period	31
1 Deposits/Credits	1,064.59	Average Ledger	117,441.67
1 Checks/Debits	3.00	Average Collected	117,413.78
Service Charge	.00		
Interest Paid	24.93		
Current Balance	117,807.12	2018 Interest Paid	234.38

Deposits and Additions

Date	Description	Amount
10/11	Over The Counter Deposit	1,064.59
10/31	Interest Deposit	24.93

Debits and Other Withdrawals

Date	Description	Amount
10/31	Paper Statement Fee	3.00-

Daily Balance Information

Date	Balance	Date	Balance	Date	Balance
10/01	116,720.60	10/11	117,785.19	10/31	117,807.12