

**MEETING MINUTES
CONVENTION AND VISITORS ADVISORY BOARD REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, JUNE 24, 2020

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 24, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Vice Chairman Tom Goodman called the meeting to order at 9:00 a.m. A quorum was present: Board Members Bob Friedman, Arnie Crenin, Chad Hart and Pamela Romer. Absent were Chairman Daniel Salazar and Board Member Bryan Pinkerton.

City Officials: City Manager Randy Smith and City Council Member Ken Medders

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

Vice Chairman Tom Goodman led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: None

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the May 20, 2020 regular meeting. Board Member Pamela Romer made a motion to approve the meeting minutes, seconded by Board Member Chad Hart. Motion carried.

- 4.2. Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. Board Member Pamela Romer made a motion to approve the excused absences, seconded by Board Member Chad Hart. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). CVB Director Ed Caum went to the podium for an explanation of the proposed draft budget for marketing. CEO Steve Atkins, of the Atkins Group, spoke at the podium and provided insight into current marketing strategies and marketing plans. After much discussion, Board Member Bob Friedman made the motion to approve the draft budget for marketing, seconded by Pamela Romer. Motion carried unanimously.
- 5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. CVB Director Ed Caum went to the podium with an update on The Atkins Group Contract and recommendation to approve the draft contract and forward to City Council. CEO Steve Atkins, of the Atkins Group, to the podium for discussion and explanation of the draft contract. After much discussion Board Member Pamela Romer made the motion to table item 5.2, seconded by Board Member Arnie Crenin. Motion carried on a 4 to 1 vote, with Vice Chairman Tom Goodman casting a nay vote.
- 5.3. Discussion, presentation, and possible action to approve the marketing plan for August and September 2020. CVB Director Ed Caum went to the podium to present. After a brief discussion, Board Member Bob Friedman made the motion to approve the marketing plan, seconded by Board Member Pamela Romer. Motion carried unanimously.
- 5.4. Discussion and action to approve the funding request for Sandcastle Days October 2020. Event Development and Packaging Manager Marisa Amaya discussed the event's history and provided information on SEC's funding amount recommendation. After a brief discussion, Board Member Bob Friedman made the motion to approve the funding request in the amount of \$35,000 for Sandcastle Days October 2020, seconded by Board Member Arnie Crenin. Motion carried unanimously.
- 5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. Event Development and Packaging Manager Marisa Amaya discussed the event's history and provided information on SEC's funding amount recommendation. After a brief discussion, Board Member Pamela Romer made the motion to approve the funding request in the amount of \$22,150, and an In-Kind donation of three days of the SPI Convention Centre for a total of \$7,500 for SPI Kite Fest February 2021, seconded by Board Member Arnie Crenin. Motion carried unanimously.

- 5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. Event Development and Packaging Manager Marisa Amaya discussed the event's history and provided information on SEC's funding amount recommendation. After a brief discussion, Board Member Bob Friedman made the motion to approve the funding request in the amount of \$1,500 for Ride to Rotary October 2021, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7. Presentation and discussion regarding the Directors' Report and the following topics. CVB Director Ed Caum provided an update on the CVB staff and discussion on new procedures for SPI Convention Centre due to COVID-19.
*Marketing and Communications
*Social Media
*Research and Analytics
- 5.8. Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. Vice Chairman Tom Goodman led a discussion on issues that are being faced due to COVID-19. Board members discussed booking cancellations and concerns from visitors. Brief discussion and overview of the South Padre Island's hotel and VRM's current status and suggestions and ideas on how to move forward.
- 5.9. Discussion and possible action concerning new meeting date for July 2020. A Special Meeting was scheduled for July 8, 2020 and a regular meeting was scheduled for July 22, 2020.

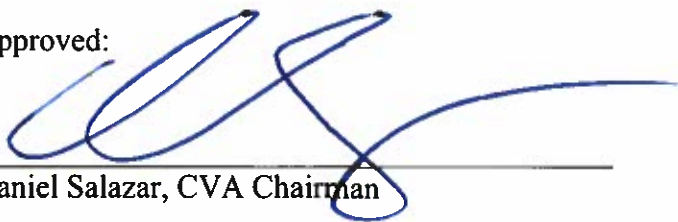
VI. ADJOURN

There being no further business, Vice Chairman Tom Goodman adjourned the meeting at 10:50pm.



Linette L. Hernandez, CVB Administrative Assistant

Approved:



Daniel Salazar, CVA Chairman