

**MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD WORKSHOP
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, SEPTEMBER 23, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a workshop on Wednesday, September 23, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: City Manager Randy Smith, Council Members Ken Medders were present.

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

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Andy Hancock, the owner of Sandcastle Lessons, spoke at the podium and asked several rhetorical questions related to marketing and communication. He spoke about the budget for in house marketing as it pertains to having enough marketing specialists on staff and the proper equipment. He suggested there be more involvement between local businesses and South Padre Island's social media pages. He asked if South Padre Island will be launching a YouTube channel and whether there would be more marketing to draw visitors to the new Visitors Center at the multi-modal building.

IV. APPROVE CONSENT AGENDA

There were no items to approve.

V. REGULAR AGENDA

5.1. Discussion of future marketing efforts.

*SWOT Analysis

*Focus Forward/Next Step questions

CVB Director Ed Caum started the discussion by asking the board to participate by answering the following questions, “What is the best business or personal news in the last 90 days, and what are your expectations for the day?” Vice Chairman Tom Goodman stated that South Padre Island’s natural resources had been a strength during the COVID pandemic. The beach, destination location, and being able to social distance on South Padre Island were all positive factors. Board Member Pamela Romer agreed, stating that most of her hotel guests were visiting the island looking to get fresh air and were comfortable staying on the island knowing that the hotels were following health protocols by keeping their hotels safe and clean. She stated that the island did a great job of communicating with visitors to let them know that we were open. Board Member Bryan Pinkerton said that being able to social distance on the island was a positive factor for his business. Visitor inquiries have been steady even during the off-season. He would like to see more soft advertising to visitors, letting them know that we are here when they are ready. Board Member Bob Friedman stated that his business has been doing well and that he has had plenty of customers, the majority of them not being from the valley. He mentioned that he is looking forward to marketing to out-of-town visitors with the work from the beach campaign. Chairman Daniel Salzar stated that the majority of his guests for the month of June were from Dallas. Board Member Arnie Crenin gave kudos to the City Council, City Manager, and Mayor for not closing the city beaches. Board Member Chad Hart stated that he would like to see the island market to Houston and Dallas and that there is a window of opportunity to bring in visitors from further away now that more people are working and schooling from home. There was discussion regarding Spring Break and marketing more to families instead of college students. The group also discussed lowering room rates during Spring Break.

CVB Office Manager Lori Moore and Event Development and Packaging Manager provided a SWOT analysis handout for the board to complete. Lori Moore went over some of the strengths, weaknesses, opportunities and threats that had already been discussed and asked the CVB Board to provide more examples.

Strengths: South Padre Island’s natural resources, fresh air, being safe and clean, curbside pickup, being safe and open, hospitality mix and variety, easy to work on South Padre Island and no traffic. Valley International Airport (VIA) Director and Ex-officio Jose Mulet spoke at the podium and mentioned accessibility of incoming flights to the island as a strength.

Weaknesses: Difference of opinions, communication between different internal entities, distance to reach our destination, not currently being able to use the funding for marketing, lack of marketing for island partners (co-ops).

Opportunities: Being able to market to the professionals working from home with higher income, marketing to families during winter break, marketing to church groups. Andy

Hancock, the owner of Sandcastle Lessons, spoke at the podium and suggested having an open beach event.

Threats: COVID-19 during Spring Break, several colleges have cancelled Spring Break for 2021, the possibility of not having as many Winter Texans and Spring Break students visiting, and having less visitors from the valley during COVID-19 due to county restrictions. Other threats included similar destination competitors, such as Galveston, Corpus Christi, and Port Aransas who will be using similar marketing strategies and have the budget to do so. VIA Director and Ex-Officio Jose Mulet spoke at the podium and mentioned not having contracted transportation in place from VIA to the island as a threat.

Office Manager and Accountant Lori Moore shared a handout of the CVB S.W.O.T from FY 2017/2018 that was created for a DMAIC as an example for the board. Event Development & Packaging Manager Marisa Amaya presented at the podium and asked the board to answer several focus forward questions and documented the responses on a flip chart.

Fast Forward Questions discussed:

What are some of the things that went well marketing wise in the last quarter?

Responses: Social media went well, avoided backlash, organic engagement, soft-sell.

What made the last quarter go well?

Responses: Safety and ability to social distance outside on the beach, good weather, coastal distancing.

What is our objective over the next two quarters?

Responses: Back in the people's eye, regain voice, market to Winter Texans with a specific campaign for them, market to first time visitors.

What are the benefits in moving forward in these areas?

Responses: Increase in business.

Is there anything else we need to consider or do to move closer to our goals?

Responses: Household income, who do we market to? Drive Market vs. Fly Market. VIA Director Jose Mulet spoke at the podium with an update on the new Southwest Austin flights coming up in November 2020. The airlines are using larger aircrafts for more seating with less available flights.

- 5.2. Presentation of the South Padre Island marketing proposal for FY 2020-2021. CVB Director Ed Caum shared a PowerPoint presentation with the board and provided an update on various CVB topics. Topics discussed included tourism and the economic impact to the island, website visitor analytics, staffing, budget for marketing, CVB website changes, social media, internal and incremental media plans and the fall marketing campaigns.
- 5.3. Discussion on establishing goals for the first and second quarter in FY 2020-2021. CVB Director Ed Caum asked the board to provide a list of goals for the second quarter in FY 2020-2021 and to rank the goals from most important/prime objectives to least. After a brief discussion the board members created several goals. Event Development and Packaging Manager Marisa Amaya listed the goals that were provided by the board on a flip chart . Color coded labels, number 1-3 for level of importance, were provided to the board members so they could prioritize the goals by placing their labels on the flip chart near their goals of choice.

Goals for the CVAB established were ranked by importance in the following order below.

1. Distinguish In-House vs. Outsourced Marketing for the next six months.
 2. Campaign Targeting-Find Specific KPIs for each campaign:
 - * Work from the Beach
 - * Road Trip
 - * Winter Texan
 - * December Winter Break
 - * RGV
 - * Mexico
 3. Analytics
 4. TAG-Better Dashboard
- 5.4 Discussion regarding marketing for South Padre Island for FY 2020-2021. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.
- 5.5 Discussion regarding CVA Board personal commitments and conclusion. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.

VI. ADJOURN

There being no further discussion, CVAB Chairman Daniel Salzar adjourned the meeting at 10:58am



Linette Hernandez, CVB Administrative Assistant

Approved by:



Daniel Salazar, CVAB Chairman