

REVISED

CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND

WEDNESDAY, FEBRUARY 24, 2021

2:00 PM CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TX

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 address the Board at the podium and 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 City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the January 27, 2021 regular meeting. (Till)

4.2. Approve the excused absence for Board Member Bob Friedman for the January 27, 2021 regular meeting. (Till)

5. Regular Agenda

5.1. Presentation and discussion regarding the Director's Report. (Caum)

1.) Executive Summary-Travel outlook for the next 3 months

2.) Visitors Center

3.) ADR and Occupancy Reports

4.) Social Media

5.) Website Overview/Research and Analytics

5.2. Discussion and action to approve the following in-house marketing buys. (Caum)

1.) Texas Outdoors Lifestyle TV Show-Cooking Segment for FY 2021

2.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal.

5.3. Discussion and action to approve the The Atkins Group media plan for FY 2021. (Caum)

5.4. Discussion and possible recommendation to City Council to approve the 2021 Marketing RFP. (Caum)



- 5.5. Discussion and possible recommendation to City Council to approve the extension of The Atkins Group contract for 6 months from April 1, 2021 - September 30, 2021. (Caum)
- 5.6. Discussion and action concerning new meeting date for March 2021. (Till)

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS THE 20TH OF FEBRUARY 20, 2021


Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS 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/MUNICIPAL BUILDING ON **SATURDAY, FEBRUARY 20, 2021, AT/OR BEFORE 7:00 PM** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Linette Hernandez, CVB Administrative Assistant

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 BUILDING OFFICIAL, BELINDA TARVER AT (956)761-8103.

