

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

WEDNESDAY, JANUARY 27, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, January 27, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:03 a.m. A quorum was present: Vice Chairman Tom Goodman, Board Members Sean Till, Chad Hart, Arnie Crenin, Bryan Pinkerton and Ex-Officio Jose Mulet. Board member Bob Friedman was absent.

City Officials: City Manager Randy Smith and Council Member Lydia Caballero were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, Administrative Assistant Linette Hernandez, and Marketing and Communications Specialists' Matthew Lee and April Romero were present.

II. PLEDGE OF ALLEGIANCE

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

CVB Director Ed Caum announced that the Senior Marketing Manager position had been filled by Teresa Rodriguez, who was present and introduced herself to everyone at the meeting.

CVB Director Ed Caum presented a PowerPoint presentation on Spring Break 2021 that included input from island partners.

Clatyon Brashear made a public comment regarding Spring Break 2021 stating that he would like to know who the island will be marketing to so that he can be prepared.

Ex-Officio Jose Mulet gave an update regarding completion of remodeling and new flight availability at the Valley International Airport.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the December 9, 2020 meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Board Member Sean Till abstained. Motion carried.

- 4.2. Approve the excused absences for Board Members Arnie Crenin and Bryan Pinkerton for the December 9, 2020 regular meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and action concerning the election of officers for the 2021 calendar year-Board Chair, Board Vice-Chairman. Chairman Daniel Salazar nominated Sean Till to the CVAB Chairman position, seconded by Vice Chairman Tom Goodman. Motion carried unanimously. Chairman Sean Till nominated Tom Goodman as Vice-Chairman, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.2. Presentation on Mindecology reporting services for FY 2021. Darren Drewitz of Mindecology virtually presented a PowerPoint presentation on their data collection and reporting services.
- 5.3. Update on the SPI Birding and Nature Center expansion study. Richard Franke spoke at the podium and provided a summary of the business plan for expansion of the SPI Birding and Nature Center. New features include an aquarium, touch tanks for educational purposes, a butterfly garden, a restaurant and bar, and an additional paid parking area.
- 5.4. Discussion and action to approve the special events funding application for South Padre Island Beach Soccer Tournament in May 2021. Event Development and Packaging Manager Marisa Amaya gave a brief summary of the event and introduced local sports event planner, Lupe Metzger, who answered questions from the board and provided more details regarding the event. Vice Chairman Tom Goodman made the motion to approve the event for full funding in the amount of \$14,000, seconded by Board Member Arnine Crenin. There was further discussion regarding possible dates for the event, future planning, and long term goals. Motion carried unanimously.
- 5.5. Discussion and action to approve the following in-house marketing buys.
 - 1.) **Texas Outdoors Lifestyle TV Show- Cooking Segment for FY 2021.** CVB Director Ed Caum spoke at the podium and introduced Vicki Chryselr of Texas Outdoors Lifestyle TV Show. CVB Staff recommendation was to do a cooking segment package, \$500 per segment. Vice Chairman Tom Goodman made the motion to approve the cooking segment package at \$500 per segment for 12 months, seconded by Chairman Arnie Crenin. After a brief discussion, the motion was amended by Board Member Daniel Salzar to approve the \$500 per segment cooking package and to include an advertisement and/or feature of a lodging property per segment. After further discussion, Board Member Daniel Salazar made a new motion to table the item to allow more time for details to be provided on the marketing buy, seconded by Board Member Arnie Crenin. Motion carried unanimously.
 - 2.) **National Tropical Hurricane Conference in April 2021.** CVB Director Ed Caum provided details on the history of the event and informed the board that the event was submitted as a special event but would be treated as a marketing buy. Vice Chairman Tom Goodman made a motion to approve the funding request of \$20,000, motion failed. Daniel Salazar Chairman made a motion to approve \$5,000 in funding for the conference, seconded by Board Member Bryan Pinkerton. Motion carried on a 5 to 1 vote, with Vice Chairman Tom Goodman casting a nay vote.

3.) Texas Monthly Print Magazine Advertorial for March 2021. CVB Director Ed Caum provided details on the ad that has been designed for Texas Monthly. Chairman Sean Till made the motion to approve the ad for Texas Monthly of \$14,000, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

4.) Clear Channel Airports- Digital Display at the Chicago O'Hare International Airport for March 2021 at the American Airlines terminal. CVB Director Ed Caum explained that there was no CVB staff recommendation on the item, but that it was open for discussion, recommendation, and action by the board. There was a brief discussion on options, and Senior Marketing Manager Teresa Rodriguez spoke at the podium and recommended coming up with a plan to move forward with the opportunity and partnering with Clear Channel Airports. Chairman Sean Till made the motion to table the item, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

5.6. Discussion and action to approve the following marketing buys with The Atkins Group.

- * **Q2-Q3 Marketing Campaigns**
- * **Space X Webpage**
- * **Digital Media Plan**

CVB Director Ed Caum spoke at the podium and explained that these buys can not be done in-house and would need to be completed by a marketing agency. The board reviewed the estimates provided by the Atkins Group. Board Member Daniel Salzar made the motion to approve the marketing buys with The Atkins Group, seconded by Board Member Arnie Crenin. Motion carried unanimously.

5.7. Update regarding the marketing buy for Rio Sports Live for February-July 2021. CVB Director Ed Caum provided an update and shared information on viewer data and possible changes that could occur due to COVID-19. Event has already been approved by CVAB.

5.8. Presentation and discussion regarding the Director's Report.
1.) Executive Summary-Travel outlook for the next 3 months
2.) Visitors Center

- 3.) ADR and Occupancy Reports
- 4.) Special Events
- 5.) Social Media
- 6.) Website Overview/Research and Analytics

5.9. Discussion and action concerning new meeting date for February 2021. The next CVAB meeting was scheduled for February 24, 2020.

VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 11:35am.



Linette Hernandez, CVB Administrative Assistant

Approved by:



Sean Till, CVA Chairman