

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

**WEDNESDAY, MARCH 24, 2021**  
9:00 AM AT THE MUNICIPAL BUILDING  
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 meetings]*

4.Approve Consent Agenda

4.1. Approve the meeting minutes for the February 24, 2021 regular meeting. (Till)

4.2. Approve the meeting minutes for the March 10, 2021 special meeting. (Till)

4.3. Approve the excused absence for Bryan Pinkerton for the March 10, 2021 special meeting. (Till)

5.Regular Agenda

5.1. Discussion regarding the following required training courses to be completed by board members. (Caum)

\*Open Meetings Act Training

\*Public Information Act Training

\*TML Newly Elected City Officials' Virtual Workshop

5.2. Discussion regarding McAllen, Harlingen, and Brownsville airport transportation to and from South Padre Island. (Till)

5.3. Discussion and possible action to include fireworks funding to beach side fireworks displays. (Caum)

5.4. Discussion and action to approve the funding request for CAF Airshow in October 2021. (Amaya)



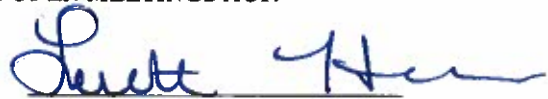
- 5.5. Discussion regarding the CVB Strategic Plan for FY 2021/2022. (Goodman)
- 5.6. Discussion and possible action regarding upcoming paid advertising campaigns. (Caum, Rodriguez)
- 5.7. Discussion and possible action to approve a budget amendment in the amount of \$40,000 from excess reserves for 50% of the conceptual exhibit design for an aquarium and butterfly pavilion at the Birding and Nature Center. (Lapeyre)
- 5.8. Presentation and discussion regarding the Director's Report. (Caum)
  - 1.) Executive Summary-Travel Outlook
  - 2.) Visitors Center Monthly Reports
  - 3.) ADR and Occupancy Reports
  - 4.) Social Media
  - 5.) Cision Report
  - 6.) Website Overview
  - 7.) Convention and Group Sales
  - 8.) Special Events
  - 9.) Marketing Campaigns
- 5.9. Discussion and action concerning the new meeting date for April 2021. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY, FRIDAY, MARCH 19, 2021.



Linette Hernandez, CVB Management 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 FRIDAY, MARCH 19, 2021, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Management 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 PUBLICS WORKS DIRECTOR, CARLOS SANCHEZ AT (956)761-8103.

