

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

WEDNESDAY, MAY 26, 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, May 26, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:01 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, and Chad Hart were present. Board Members Bob Friedman and Daniel Salazar were absent.

City Officials: City Manager Randy Smith and City Council Member Joe Ricco were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Event Development and Packaging Manager Marisa Amaya, Facility Booking Coordinator Mariana Estrada, Management Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Director Ed Caum and Operations and Services Manager Lori Moore introduced the new CVB Facility and Booking Coordinator, Mariana Estrada. CVB Director Ed Caum shared information on HOT collections for March 2021. Marketing & Communications Manager Teresa Rodriguez shared a 90 day report on Marketing and Communications. Chairman Sean Till introduced new CVAB Board Member Craig Thomas. Vice Chairman Tom Goodman stated that he has been attending city meetings in the surrounding area to be better informed on current and local issues.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the April 20, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the excused absence for Board Member Bryan Pinkerton for the April 20, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.3. Approve the SPI Triathlon post event report. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation of the Mindecology Visitor Profiling Report. Darren Drewitz presented a PowerPoint presentation. The board had several questions on the data being provided and Darren Drewitz answered their questions and addressed their concerns.
- 5.2. Discussion and possible action to approve the funding request for SPI Kite Fest 2022. Event Development and Packaging Manager Marisa Amaya provided details on this event at the podium. Vice Chairman Tom Goodman made the motion to approve, seconded by Chairman Sean Till. Motion carried unanimously.
- 5.3. Discussion and update on Texas Travel Alliance Unity Week. Vice Chairman Tom Goodman provided a recap on his experience at the Texas Travel Alliance Unity Week.
- 5.4. Discussion on Airport Transportation and RFP for Shuttle Services from Valley International Airport. CVB Director Ed Caum updated the board on the status of the RFP for Shuttle Services and informed them that the final draft of the RFP is being reviewed by legal. Chairman Sean Till asked for a listing of transportation options to be provided on sopadre.com. CVB Director Ed Caum suggested creating a printout sheet with transportation information.
- 5.5. Discussion on fireworks for bayside and gulf side shows in 2021. CVB Director Ed Caum informed the board that a contract is in place with PyroShows for the bayside fireworks. There was a lengthy discussion on the possibility of having gulf side fireworks and how the funds for those shows would be disbursed. There was no action on this item and the board discussed the possibility of taking the item back to the City Council.
- 5.6. Presentation and discussion on nationwide trends for short term rentals. Vice Chairman Tom Goodman provided an update on this topic.
- 5.7. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium. Toni Ellard from the Atkins Group presented item 10.) Marketing Campaign Report.
 - 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Social Media
 - 5.) Cision Review
 - 6.) Website Overview
 - 7.) Convention and Group Sales

- 8.) Special Events
- 9.) Strategic Marketing Plan
- 10.) Marketing Campaign Report

The next meeting date was scheduled for June 23, 2021.

VI. ADJOURN

Meeting was adjourned at 10:48am.



Linette Hernandez, CVB Management Assistant

Approved by:



Sean Till, CVA Chairman