

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

WEDNESDAY, JUNE 23, 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, June 23, 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 9:02 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, Bob Friedman and Daniel Salazar. Board member Chad Hart was absent.

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

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Communications Specialists April Romero and Dennise Hernandez, Event Development and Packaging Manager Marisa Amaya, Special Events Coordinator Duvie Alcozer, Management Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: Senior Marketing & Communications Manager Teresa Rodriguez introduced the new Communications Specialist Dennise Hernandez at the podium. Dennise Hernandez also introduced herself. Event Development and Packaging Manager Marisa Amaya introduced the Special Events Coordinator Duvie Alcozer. Duvie Alcozer also introduced herself and spoke at the podium. CVB Director Ed Caum had a comment regarding open positions at the CVB. CVB Director Ed Caum stated that he is working with surfing.com and World of Waves, and that they would like to come to the island to film a show and that he would like to take the item to the City Council. Roxanne Rae from Laguna Vista had a public comment in support of the RGV Reef. Joe Graham, general Manager of Breakaway Cruises, had a public comment in support of the RGV Reef. Barry Patel, hotel and condo owner, had a public comment regarding the Kemper funding and stated he was in support of the RGV Reef sponsorship. Ken, owner of the Ramada Inn, stated his support for the RGV Reef sponsorship. Keith Judd with European Metal Recycling had a public comment in support of the RFV Reef sponsorship. Gary Glick with RGV Reef acknowledged Keith Judd's contributions to helping clean shrimp boats in order to safely sink them into the reef. Councilwoman Lydia Caballero had a public comment in which she acknowledged the CVAB Board Members and their service to the community. She also acknowledged and thanked the CVB Staff for their service. Bryan Rae, a local fisherman, had a public comment in support of the RGV Sponsorship.

IV. APPROVE CONSENT AGENDA

Agenda: JUNE 23, 2021

- 4.1. Approve the meeting minutes for the May 26, 2021, regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.2. Approve the excused absences for Board Members Daniel Salazar and Bob Friedman for the May 26, 2021, regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event reports for the following events. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
 - * Run the Jailbreak
 - * Knights of Columbus Fishing Tournament
 - * Sand Crab Run
 - * Pro Watercross
 - * TGSA-Texas Gulf Surfing Association
 - * Family Sandcastle World Championship

V. REGULAR AGENDA

- 5.1. Presentation, selection, and possible recommendation to City Council from two Marketing RFP candidates. The top two finalists for the 2021 Marketing RFP, Paradise Advertising and Zimmerman Agency presented a brief presentation on their marketing services.
 - 1.) Paradise Advertising: Barbara Karasek, Tony Karasek, Rudy Webb and Nicole Brownell, presented a marketing presentation and answered questions from the Board. Councilwoman Lydia Caballero had questions for Paradise Agency that were addressed at the podium. Senior Marketing and Communications Manager, Teresa Rodriguez, also had a question for the presenters.
 - 2.) Zimmerman Agency: Curtis Zimmerman, Andy, Carianne Watson presented a marketing presentation at the podium. Councilwoman Lydia Caballero had questions for Paradise Agency that were addressed at the podium. Senior Marketing and Communications Manager, Teresa Rodriguez, also had a question for the presenters.

The Board completed rating sheets for both agencies' presentations and the rating sheets were tallied by the CVB Staff. There was discussion among the board on the Marketing RFP selection process. Board Member Bryan Pinkerton stated that he did not feel comfortable making a decision based on only the presentations, and that he felt he did not have enough data to make an informed decision. Board Member Bob Friednam also stated

that he did not have enough details to make a solid decision. Chairman Sean Till announced that Zimmerman Agency had a higher rating based on the onsite presentation. Vice Chairman Tom Goodman made a motion to forward the Zimmerman Agency proposal to City Council for approval, seconded by Board Member Craig Thomas. Motion carried unanimously.

- 5.2. Presentation of the Johnson Consulting Report. Charlie Johnson presented at the podium regarding the SPI Convention Centre expansion and how it has modified slightly from the last update which was two years.
- 5.3. Discussion and possible action to approve the RGV Reef sponsorship for FY 2021. Board member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the marketing buy for Travelscope. Board member Daniel Salazar made the motion to approve, seconded by Board Member Tom Goodman. Motion carried unanimously.
- 5.5. Discussion and possible recommendation to City Council to approve the marketing buy with The Atkins Group for \$335,600 for quarter 4 of FY 2021. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.6. Discussion and possible recommendation to City Council to approve \$300,000 from excess reserves be used for an environmental study towards improving incoming roadway traffic to South Padre Island, TX for FY 2021. City Manager Randy Smith provided background information on this item at the podium. Board Member Daniel Salazar made a motion to approve, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.7. Discussion and possible action to approve the marketing buy renewal of the Adspose bus wraps in Fort Worth, TX for FY 2021. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.8. Discussion and possible action to approve the marketing buy for digital billboards in Monterrey, Mexico for FY 2021. Teresa Rodriguez presented at the podium and provided more details on this item. Senior Marketing & Communications Manager Teresa Rodriguez provided more details on this buy at the podium. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Daniel Salazar. Motion carried unanimously.

- 5.9. Discussion and possible action to approve the Mexico press trip on July 22, 2021. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.10. Update on sopadre.com Transportation page. Chairman Sean Till explained where this information can be found on our website. CVB Director Ed Caum informed the Board that the CVB staff created a transportation rack card that will be distributed to island partners.
- 5.11. Discussion and possible action for an opt-in mobile text messaging system to promote upcoming events on South Padre Island. There was brief discussion on possibly having this option set up. No action taken at this time.
- 5.12. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium.
 - 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision Report
 - 7.) Adara Report
 - 8.) Website Overview
 - 9.) Special Events
 - 10.) Marketing Campaigns
- 5.13. Discussion and possible action concerning the new meeting date for July 2021. The next meeting date was scheduled for July 28, 2021.

VI. ADJOURN

The meeting was adjourned at 1:11pm.



Linette Hernandez, CVB Management Assistant

Approved by:



Sean Till, CVAB Chairman