

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

TUESDAY, JULY 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 Tuesday, July 27, 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 9:01am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, Bob Friedman and Daniel Salazar. Board member Bryan Pinkerton was absent.

City Officials: Mayor Patrick McNulty was present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, and Management Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: Francisco Partida special projects manager for the Brownsville-South Padre Island airport spoke at the podium. He stated that the project for the new terminal has been completed and that they are in the process of finalizing the details and passing all the tests that the FAA requires. The airport is currently pursuing more carriers and destinations and they hope to be able to share more good news within the next few months. CVB Director Ed Caum informed the board that the World of Waves show was approved by the City Council.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the June 23, 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 Chad Hart for the June 23, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

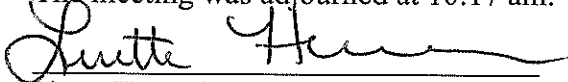
- 5.1. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium.
 - 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center

- 3.) ADR & Occupancy
- 4.) Arrivalist Report
- 5.) Social Media
- 6.) Cision Report
- 7.) Website Overview
- 8.) Marketing Campaigns


- 5.2. Presentation and discussion of the Marketing and Special Events Budgets for FY 2021/2022. CVB Director Ed Caum informed the board that the City Council would be having a special meeting to discuss the budget. The board was informed that the Zimmerman Agency will provide a scope of services marketing contract in order to transition from The Atkins Group to The Zimmerman Agency. There was a lengthy discussion on when and how the marketing budget should be spent.
- 5.3. Discussion and possible action to approve the Texas Music Scene marketing buy for FY 2020/2021. Chairman Sean Till requested that the featured artist discuss why they moved to South Padre Island, TX when filming the show. Vice Chairman Tom Goodman made the motion to approve, seconded by board member Craig Thomas. Motion carried unanimously.
- 5.4. Discussion and possible action to approve Charro Days Fiesta sponsorship for FY 2021/2022. Board member Daniel Salazar made the motion to approve, seconded by Vice Chairman Tom Goodman. Board member Chad Hart was opposed. Motion carried on a 4 to 1 vote.
- 5.5. Discussion and possible action to approve the Brown Pelican documentary for FY 2020/2021. CVB Director Ed Caum spoke at the podium and introduced Cristin Howard-Enholm who provided details on the documentary. Board member Daniel Salazar made the motion to approve the funding request of \$10,000, seconded by Vice Chairman Tom Goodman. Board member Chad Hart and Craig Thomas were opposed. Motion carried on a 3 to 2 vote.
- 5.6. Discussion and possible action concerning the new meeting date for August. The next meeting date has been set for August 31, 2021.

VI. ADJOURN

The meeting was adjourned at 10:17 am.


Linette Hernandez, CVB Management Assistant

Approved by:


Sean Till, CVAB Chairman