

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

THURSDAY, NOVEMBER 18, 2021
9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

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 Bureau meeting]

4. Approve Consent Agenda

4.1. Approve the excused absence for Board Member Daniel Salazar for the October 27, 2021 regular meeting. (Till)

4.2. Approve the meeting minutes for the October 27, 2021 regular board meeting. (Till)

5. Regular Agenda

5.1. Discussion and possible action to approve the Spring Break 2022 Marketing Plan. (Caum/Zimmerman)

- * Spring Break College
- * Spring Break Families
- * Annual Media Plan

5.2. Presentation and discussion regarding the Director's Report. (Caum)

- 1.) Executive Summary-Travel Outlook
- 2.) Visitors Center
- 3.) Special Events
- 4.) Groups and Meetings
- 5.) ADR & Occupancy
- 6.) Arrivalist Report
- 7.) Social Media

- 8.) Cision Report
- 9.) Website Overview
- 10.) Marketing Campaigns

- 5.3. Discussion and possible action to approve the Elite Redfish TV Series media buy for FY 21/22. (Caum)
- 5.4. Discussion and possible action to approve the Travel Texas Co-Op marketing buy for FY 2022. (Caum)
- 5.5. Presentation and discussion regarding the history of the adoption of the CVB Staff Incentive Bonus Policy (Employee Handbook Policy Number 500.24), past action by the CVAB regarding the Incentive Bonus Policy, and the status of the pending issue regarding the incentive bonus payments to CVB staff for the 2020-2021 fiscal year in consideration of COVID 19 and its effects on the formula used and the closure of facilities. (Caum/Till)
- 5.6. **(A)** Discussion and action to adopt and send specific recommendations to the City Council regarding the CVB Staff Incentive Bonus Policy and to recommend what adjustments, modifications, elimination and /or what resolution should be made regarding the pending incentive payments, if any, to CVB employees for the 2020-2021 fiscal year, in consideration of COVID 19 and its effects on the formula used and the closure of facilities. (Caum/Till)

(B) Discussion and action to adopt and send to the City Council a specific recommendation on what adjustments, modifications, or changes of any kind, including the elimination, should be made to the CVB Incentive Bonus Policy for CVB employees for the year 2021-2022 and/or for future years. (Caum/Till)
- 5.7. Discussion and action concerning the new meeting date for the December 2021 regular meeting. (Till)

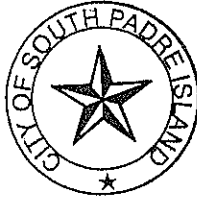
6. Adjourn

NOTE:

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

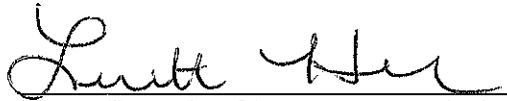
DATED THIS DAY, NOVEMBER 12, 2021

Agenda: NOVEMBER 18, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board




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, NOVEMBER 12, 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 BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.