

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

WEDNESDAY, JANUARY 26, 2022
9:00 AM AT THE MUNICIPAL BUILDING
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 board meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the December 16, 2021 regular meeting. (Till)

4.2. Approve the excused absence for Board Member Bryan Pinkerton for the December 16, 2021 regular meeting. (Till)

5. Regular Agenda

5.1. Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)

- 1.) Special Events
- 2.) ADR & Occupancy
- 3.) Arrivalist Report
- 4.) Social Media
- 5.) Cision
- 6.) Website Overview
- 7.) New Creative
- 8.) Spring Break Plan

5.2. Discussion and possible action to approve the funding request for the following Special Events. (Brown)

- A.) Sand Crab Run in April 2022
- B.) Roar by the Shore Air Show in August 2022



- 5.3. Discussion and possible action to approve the RGV Reef sponsorship for FY 21/22. (Brown)
- 5.4. Discussion and possible action to approve The Zimmerman Agency Media Plan for FY 21/22. (Moore)
- 5.5. Discussion and update regarding the approved budget transfer of \$800,000 in unencumbered marketing funds to be used for media placement in FY 2021/2022. (Moore)
- 5.6. Discussion and possible action to approve the KVUE/TEGNA 3 month marketing campaign for Texas for FY 2021/2022. (Rodriguez)
- 5.7. Discussion and possible action to approve Valentine's Day weekend fireworks and to amend the current contract with Pyro Shows of Texas to add this show. (Till/Moore)
- 5.8. Discussion and possible action to approve the SPI CVB tourism portion of the SPI Comprehensive Plan. (Moore)
- 5.9. Presentation of the SPI CVB 2021 Annual Report. (Rodriguez)
- 5.10. Discussion and action concerning the new meeting date for the February 2022 regular meeting. (Till)

6. Adjourn

NOTE:

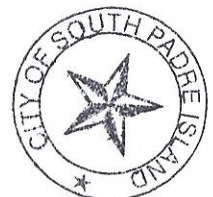
One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY JANUARY 21, 2022

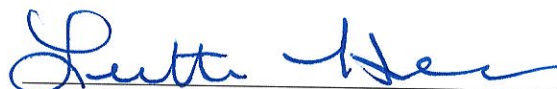

Linette Hernandez, CVB Management Assistant

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

Agenda: JANUARY 26, 2022 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JANUARY 21, 2022 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.

