

MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND
WEDNESDAY, JUNE 22, 2022

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 22, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:05 am. A quorum was present: Vice Chairman Daniel Salazar, Board Members Rene Valdez, and Bryan Pinkerton were present. Board Members Chad Hart and Bob Friedman were absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, Management Assistant Linette Hernandez, and Administrative Assistant Silvia Sanchez.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Special Events Manager April Brown informed the board that the 2022 Beach Bash Skate Jam was a well attended and successful event. Interim CVB Director informed the board that the CVB marketing team had a Tik Tok video that went viral and that SPI won destination of the year by Texas Travel Awards. She also announced that the new CVB Director, Blake Henry, will be starting his employment with the city on June 27, 2022.

4. Approve Consent Agenda

- 4.1. Approve the excused absence for Board Member Rene Valdez for the May 25, 2022 regular meeting. Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the May 25, 2022 regular meeting. Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event reports for the following events:
 - * Run the Jailbreak in May 2022
 - * Splash in April 2022
 - * Shallow Sport Owners Fishing Tournament in May 2022Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

5. Regular Agenda

- 5.1. Update on The Switch Up motion picture.
* marketing efforts
* movie launch date
* Netflix
Movie promoter Marcella Ronquillo presented at the podium. She shared a video clip and movie update with a timeline to the board.
- 5.2. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Agency and Predictive Lab presented their individual presentations virtually.
- 5.3. Presentation and discussion regarding the CVB Monthly Report. Senior Marketing and Communications Manager Teresa Rodriguez presented at the podium and answered questions from the board.
1.) Marketing and Communications
2.) Social Media
3.) Cision
4.) PR Efforts
5.) New Creative
6.) SPI-Certified Tourism Advisor (CTA) Program
- 5.4. Discussion and possible action to approve the funding request for the following Special Events:
* The A Team Dynamic Texas Entertainment LLC in July and September 2022
Vice Chairman Daniel Salazar made a motion to approve \$7,000 for marketing for the Labor Day weekend show; seconded by Board Member Rene Valdez. Motion carried unanimously.
* SPI Pride in October 2022
Vice Chairman Daniel Salazar made a motion to approve \$10,000 for marketing; seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
* Aurora Fest in September 2022. This event was tabled for the SEC and CVAB meeting in July.
- 5.5. Discussion and action concerning the new meeting date for July 2022. The next meeting was scheduled for July 27, 2022.

VI. ADJOURN

The meeting was adjourned at 11:09am.


Linette Liendo, CVB Management Assistant

Approved by:


Sean Till, CVAB Chairman