

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

WEDNESDAY, AUGUST 24, 2022

**9:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR**

4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, August 24, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Tillman called the meeting to order at 9:00 AM. A full quorum was present: Vice Chairman Daniel Salazar, Board Members Rene Valdez, Tom Goodman, Bob Friedman, Chad Hart, and Bryan Pinkerton.

City Officials: Council Member Ken Medders and Kerry Schwartz

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes, Administrative Assistant/Receptionist Silvia Sanchez and City Secretary/Public Information Officer Angelique "Nikki" Soto.

2. Pledge of Allegiance

CVB Chairman Sean Till led the pledge of allegiance.

3. Public Comments and Announcements

4. Approve Consent Agenda

Chairman Sean Till made a motion to approve agenda items 4.1 - 4.3. Vice Chairman Daniel Salazar seconded motion. Motion carried unanimously.

- 4.1. Approve the excused absences for Board Members Bryan Pinkerton and Bob Friedman for the July 27, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the July 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Brown)
* Ron Hoover Fishing Tournament 2022

5. Regular Agenda

- 5.1. Discussion and possible action to approve The Zimmerman Agency's Q1 Fall Media Plan for FY 22/23.

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Board Member Rene Valdez made comments and discussed a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

- 5.2 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Team presented an update on...
- 5.3 Presentation and discussion regarding the CVB Monthly Report:
1.) Special Events- Special Events Manager April Brown provided an update on the Special Events Department.
2.) Marketing and Communications- Senior Marketing and Communications Manager Teresa Rodriguez provided an update on the following items below.
3.) Social Media
4.) Cision
5.) In-House Creative
Board member Chad Hart gave advice on social media and praised staff for their dedication on social media and requested social media regarding food, places to eat and Spanish media.
- 5.4. Discussion and possible action to approve the funding request for Hallowings in October 2022.
Boardmember Tom Goodman made a motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5. Discussion and possible action to approve the Q1 In-House Fall Media Plan for FY 22/23. Board Member Chad Hart made a motion to approve, seconded by Board Member Tom Goodman. Motion carried unanimously.
- 5.6 Presentation and discussion regarding the Mexico FAM Tour for Travel Agencies and Media. Senior Marketing and Communications Manager Teresa Rodriguez presented and answered questions regarding the Mexico FAM Tour.
- 5.7 Discussion and action concerning the new meeting date for September 2022. Chairman Till announce the next meeting was set for Wednesday, September 28, 2022 at 9:00 AM.

6. Adjourn

The meeting was adjourned at 11:31 AM.


Ema Jaramillo, Management Assistant

Approved By:


Sean Till, CVAB Chairman

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