

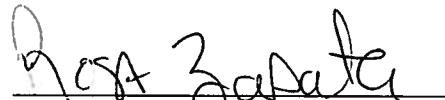
NOTICE OF WORKSHOP
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

NOTIICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A WORKSHOP ON:

THURSDAY, APRIL 9, 2015
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

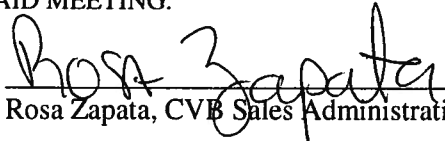
1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
4. Discussion on Strategic Planning for the Marketing Budget with Machete Inc.
5. Adjourn.

DATED THIS THE 6th DAY OF APRIL 2015.



Rosa Zapata, CVB Sales Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY 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 THE CITY HALL/MUNICIPAL BUILDING ON **April 6, 2015**, AT/OR BEFORE 10:00 A.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Rosa Zapata, CVB Sales Administrative Assistant

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 9, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion on Strategic Planning for the Marketing Budget with Machete Inc.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island CVA Board/CVB Workshop

April 9th, 2015

1. Introductions/Kick-Off

2. CVB Marketing 101

Frances Schultschik

Presentation on how a CVB typically functions and works with hoteliers and the restaurant entertainment industry.

3. Strategic Workshop

Jessica Massay

Strategic Session to create a working strategy for the remainder of the FY 2015 calendar year.

4. Media Workshop

Melissa Black

Discussion on traditional media, digital media and emerging media trends.

5. Reserve Media Budget Allocation

Discussion on allocation of reserve FY 2015 media funds.

- Research
- Production
- Traditional Media
- Digital Media

6. Next Steps

Review and align on action items coming out of the workshop.