

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

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

Tuesday, May 24, 2016
9:00 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) Consent Agenda:
 - a. Approval of minutes April 27, 2016 Regular Meeting.
- 5) Presentation of post report from special events: (Arnold)
 - a. Run in Texas-Sand Crab Run
 - b. Splash
 - c. Beach-N-Biker
 - d. National Tropical Weather
 - e. Run the Jail Break
- 6) Strategic planning to discuss:

Spring Break and Semana Santa:

 - a. Overview of 2016 Spring Break/Semana Santa – what went well, what went poorly, safety concerns, what type of improvements we need in Public Safety, and trash collection on the beach, Gulf Boulevard and Padre Boulevard.
 - b. 2017 Spring Break/Semana Santa preparations
 - c. Public Safety reports

Convention and Visitor's Bureau:

 - a. Hotel Occupancy Tax (HOT) collection efforts
 - b. HOT projections and how will we meet those goals
 - c. Amphitheater project
 - d. Marketing and Events strategies
- 7) Presentation and possible discussion concerning the CVB Director's Report. (Arnold)

- 8) Discussion concerning the recommended HOT budget for 2016/17 CVB Events Marketing & Marketing. (Arnold)
- 9) Presentation, discussion and possible action concerning the Atkins Monthly Report.
- 10) New Business:
- 11) Set new meeting date for June 2016.
- 12) Adjourn.

DATED THIS THE 20 DAY OF MAY 2016.



Rosa Zapata, CVB Executive Services Specialist

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 May 20, 2016, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.





Rosa Zapata, CVB Executive Services Specialist

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.