

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:

Thursday, July 21, 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 June 22, 2016 Regular Meeting and Workshop.
 - b. Approve excused absence from Board Member Arnie Creinin for May 24, 2016 Regular CVA Board Meeting.
 - c. Approve excused absence from Board Member Bill Donahue for June 22, 2016 Regular CVA Board Meeting.
- 5) Discussion and action concerning Proposed Staff Incentive Plan.(Arnold)
- 6) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Marketing/Advertising Update (TAG Report)
 - * Financial Updates
 - *Communication Updates
 - b. Update 4th of July Fireworks
 - c. Amphitheater Study Update
 - d. Multi-Modal Visitors Center Update
 - e. Visitor Profile Research Study Update
 - f. UME Status/Update
- 7) Discussion and possible action concerning the Proposed 2016 Contingency Budget Adjustments. (Arnold)
 - a. August Spring Break Proposal
 - b. Airport-Airline Advertising Proposal
 - c. TripAdvisor Premium Destination Sponsorship

- 8) Presentation and possible discussion concerning the Atkins Group Report.
- 9) Discussion and action regarding application for funding requests on new or returning special events:
 - a. Texas Gulf Surfing Association
 - b. Port Isabel Chamber of Commerce-33rd Annual Longest Causeway Run & Fitness Walk
 - c. Urban Science Initiative Inc.-National Tropical Weather Conference
 - d. Coastal Conservation Association Texas
 - e. B&S Kites
 - f. Splash South Padre
 - g. RGV Hunting & Fishing Expo
 - h. SPI Lantern Festival
 - i. Open Water Festival
 - j. Clayton Brashear-Sandcastle Days 2016
 - k. SPI Bikefest
 - l. Magic Valley Riders
 - m. Free Livin Entertainment Inc. DBA Inertia Tours
 - n. CMG Media Agency LLC/Studentcity.com

10) Set new meeting date for August 2016.

11) Adjourn.

DATED THIS THE 15th DAY OF JULY 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 July 15, 2016, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 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.

