

NOTICE OF SPECIAL 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 SPECIAL MEETING ON:

WEDNESDAY, FEBRUARY 13, 2019
2:00 P.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 and action to approve a budget amendment in the amount of \$100,000 to allocate funds for the 2019 Spring Break Marketing Push and recommend to City Council for approval.
- 5) Discussion and action to authorize City Manager to execute a contract amendment and media authorization with the Atkins Group in the amount of \$100,000 and recommend to City Council for approval.
- 6) Adjournment.

DATED THIS THE **8th** DAY OF **FEBRUARY 2019**.



Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD 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 February 8, 2019, 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.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.

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

MEETING DATE: February 13, 2019

NAME & TITLE: Daniel Salazar, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action to approve a budget amendment in the amount of \$100,000 to allocate funds for the 2019 Spring Break Marketing Push and recommend to City Council for approval.

ITEM BACKGROUND

CVA Board recommended at their workshop held on January 5, 2019 to allocate funds from the CVB excess reserves in the amount of \$100,000 for Spring Break Marketing Push.

BUDGET/FINANCIAL SUMMARY

Increase line item 02-594-0531 by \$100,000.
The current level of CVB excess reserves is approximately \$2.2 million.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve budget reallocation and recommend to City Council.

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

MEETING DATE: February 13, 2019

NAME & TITLE: Daniel Salazar, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

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BUDGET AMENDMENT TO
ADVERTISING AGENCY SERVICES AGREEMENT

Between
City of South Padre Island
and
The Atkins Group

This third amendment to advertising agency services agreement is made as of February 13th, 2019 by and among the City of South Padre Island and The Atkins Group.

The intent of this Amendment is to amend the Original Agreement by
Adding Purchase Orders for:

Spring Break College Campaign Media Support (\$100,000)

This amendment changes the overall budget of the contract by \$100,000.

This Agreement is effective as of February 13th, 2019.

The Atkins Group	Date
Steve Atkins, President	

City of South Padre Island	Date
Randy Smith, Interim City Manager	

CLIENT: South Padre Island CVB
 PRODUCT: FY19 Media
 CAMPAIGN: SPI FY19 \$100k Spring Break Incremental Budget

FLIGHT PERIOD: 2/11/19-3/17/19
 DATE PREPARED: 2/6/2019
 JOB #: 19-SPI-0176

Audience/Geography	PLANNED
Spring Break College - 2019 Incremental Media Buy	\$100,000
Budget Total:	\$100,000

COMMENTS:

APPROVED BY:

Client

NOTE: This signed estimate authorizes The Atkins Group to purchase media on behalf of specified client as outlined above.



South Padre Island Convention & Visitors Bureau
FY19 \$100k Spring Break Media Push



FISCAL YEAR 2019

2019 MEDIA CAMPAIGN

Target: **University List + Add Texas Schools & Oklahoma Schools

Media Vehicle	#	Gross \$	Q2 FY19												
			JANUARY				FEBRUARY				MARCH				
INS/weeks	Est. Impressions	(000)	31	7	14	21	28	4	11	18	25	4	11	18	25

SPRING BREAK

	College	Insertions/Weeks															
DIGITAL	**Device ID Targeting	5	1,142,857	\$9.1													
	**Paid Social (Instagram, Snapchat, FB)	5	2,666,667	\$18.3													
	**SEM/PPC	5	6,000 clicks	\$10.3													
	**YouTube Video (:15 or :30)	5	538,462	\$8.0													
	Pre-roll Video (ZIPs :15 or :30)	5	514,077	\$7.6													
	Connected TV/OTT (SA, Austin, Dallas, Houston)	5	625,000	\$26.9													
	E-mail Blast #1 (Texas & Oklahoma College Students)	1	154,882	\$1.2													
	E-mail Blast #2 (To Openers of E-blast #1)	1	TBD	\$0.6													
	Re-blast #3 (To Non-Openers)	1	TBD	Added Value													
	The Daily Texan (UT Austin) Online Rectangle	4	320,000	\$1.9													
	The Daily Texan (UT Austin) Mobile Banner	2	160,000	\$1.1													
	The Daily Texan (UT Austin) E-Newsletter	2	11,400	Added Value													
	The University Star (Texas State) Online - Leaderboard	4	TBD	\$0.6													
	The University Star (Texas State)- Facebook	5	TBD	\$0.3													
	The University Star (Texas State) - Twitter	5	TBD	\$0.3													
OOH	UT Austin Campus Permanent Bulletin (Guadalupe/Nueces)	4	537,128	\$7.4													
	Production Cost			\$0.8													
PRINT	The University Star Newspaper (Texas State) - Front Strip - Spring Break Edition (Tuesday)	1	5,000	\$0.6													
	The Daily Texan Newspaper (UT Austin) - Front Strip - (Various Days)	4	48,000	\$2.1													
	The Daily Texan Newspaper (UT Austin) - SXSW Special Edition	1	12,000	\$0.6													
	The Paisano Newspaper (UTSA) - Front Strip - Tuesday	2	14,000	\$1.1													
TV	UT Austin - Student TV Station (120 :15 spots)	4	1,000,000	\$1.1													
<i>Spring Break Subtotal</i>			7,749,473	\$100.0													

Legend:
 Audience 2: Young Families, 30-54:
 Audience 2A: Older Families, 55+:
 Audience 5: Collegiate Spring Break :

FY19 Spring Break Total: Gross \$ **\$100,000**

Spring Break Impressions Total: **7,749,473**