

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

WEDNESDAY, DECEMBER 9, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, December 9, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:01 a.m. A quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Pamela Romer and Chad Hart. Absent were board members Arnie Crenin, and Bryan Pinkerton.

City Officials: Council Member Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, and Administrative Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar Led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Andie Hancock of Sandcastle Lessons spoke at the podium regarding the island's internet signal and speed stating that he experienced a delay while streaming the recent SpaceX launch. SEC Committee member Sean Till provided an update on the Merry Martini Mixer explaining the details of the event scheduled for December 12, 2020.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the September 23, 2020 workshop. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Pamela Romer. Motion carried.
- 4.2. Approve the meeting minutes for the September 23, 2020 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and action to approve the following special events funding applications:
 - 5.1 (a) SPI Triathlon in March 2021: Vice Chairman Tom Goodman made the motion to approve the funding request for \$10,000, seconded by Board Member Pamela Romer. Motion carried on a 4 to 1 vote, with Board Member Chad Hart casting a nay vote.

5.1 (b) JJ Zapata Fishing Tournament in September 2021: Vice Chairman Tom Goodman made the motion to approve the funding request for \$5,000, seconded by Board Member Bob Friedman. Motion carried unanimously.

5.1 (c) Ladies Kingfish Tournament (LKT) in August 2021: Board Member Chad Hart made the motion to approve the funding request for \$5,000, seconded by Board Member Pamela Romer. Motion carried unanimously.

5.1 (d) Fiesta Padre in April/May 2021: Andie Hancock of Sandcastle Lessons spoke at the podium and answered questions from the board pertaining to event details. Vice Chairman Tom Goodman made the motion to approve the funding request for \$25,000, seconded by Board Member Pamela Romer. Motion carried unanimously.

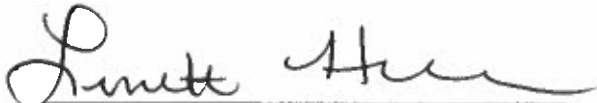
- 5.2. Discussion and action to approve the marketing buy for Rio Sports Live for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy for \$30,000, seconded by Board Member Chad Hart. Motion carried on a 3 to 2 vote, with Chairman Daniel Salazar and Board Member Bob Friedman casting a nay vote.
- 5.3. Discussion and action to approve the digital marketing and media buy for Classic 92.7 FM radio station for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the entire marketing buy, which includes radio broadcasting and digital geo fencing for a monthly investment of \$2,990, seconded by Board Member Pamela Romer. Motion carried unanimously.
- 5.4. Discussion and action to approve the marketing buy for Yolo, TX for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$49,500 for Option B, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.5. Discussion and action to approve the marketing buy for Adsposure bus wraps in Fort Worth, TX for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$47,800, seconded by Board Member Pamela Romer. Motion carried unanimously.
- 5.6. Discussion and action to approve the marketing/media buy for the Elite Redfish Series for FY 2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$18,860, seconded by Board Member Pamela Romer. Motion carried on a 4 to 1 vote, with Chairman Daniel Salazar casting a nay vote.
- 5.7. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum presented the Director's Report at the podium and discussed the following topics:
- 1.) Marketing in-house buys
 - 2.) Social Media Update
 - 3.) Visitors Center

- 4.) Website update-Simpleview
- 5.) Research and Analytics

- 5.8. Update on Convention and Group Sales. CVB Director Ed Caum updated the board on the on the following topics:
- *Groups and Meetings
 - *Cvent
 - *Connect Texas
 - *Southwest Showcase
 - *Worth International PreVue Visionary
 - *Meeting Planners International (MPI)
 - *Helmsbrisco
 - *UTRGV Basketball
- 5.9. Discussion and possible action concerning new meeting date for January 2021. The next CVAB meeting was scheduled for January 27,2020.

VI. ADJOURN

There being no further business, Chairman Daniel Salazar adjourned the meeting at 10:53am.



Linette Hernandez, CVB Administrative Assistant

Approved by:



Daniel Salazar, CVABChairman