

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

**WEDNESDAY, MARCH 24, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, March 24, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:00 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Bryan Pinkerton and Chad Hart. Board Members Daniel Salazar and Bob Friedman were absent.

City Officials: City Manager Randy Smith and City Council Member Ken Medders were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

**II. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Board Member Bryan Pinkerton made a public comment regarding the All Star Basketball competition that was held at the SPI Convention Centre and stated he had a great experience with the event. He stated that the new basketball floor was fantastic, he received a lot of positive feedback, and gave kudos to the SPI CVB staff. CVB Director Ed Caum made a public announcement regarding Threshold 360, which is a service for island partners to take advantage of so that they can do a virtual video recording of any properties or businesses that want to participate. The Director of Aviation, Marv Esterly, made a public announcement regarding transportation from the airport to the island and stated that he is excited to partner with the island in providing transportation services. CVB Director Ed Caum shared a slide on the projector of the airport digital media campaign graphics.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the February 24, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the March 10, 2021 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.3. Approve the excused absence for Bryan Pinkerton for the March 10, 2021 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.


**V. REGULAR AGENDA**

- 5.1. Discussion regarding the following required training courses to be completed by board members.
  - \*Open Meetings Act Training
  - \*Public Information Act Training
  - \*TML Newly Elected City Officials' Virtual Workshop
- 5.2. Discussion regarding McAllen, Harlingen, and Brownsville airport transportation to and from South Padre Island. The CVB will be working on a RFP for bus transportation to the island. Once new transportation options have been established they will be listed on [www.sopadre.com](http://www.sopadre.com).
- 5.3. Discussion and possible action to include fireworks funding to beach side fireworks displays. Board Member Bryan Pinkerton made the motion to have this item referred to City Council, seconded by Chairman Sean Till. Motion carried unanimously.
- 5.4. Discussion and action to approve the funding request for CAF Airshow in October 2021. Chairman Sean Till made the motion to approve the event funding for \$45,000, with \$32,000 to be used towards marketing, and \$13,000 to be used for other expenses, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.5. Discussion regarding the CVB Strategic Plan for FY 2021/2022. After a lengthy discussion and a review of goals established for the island, the board suggested having a possible CVAB workshop in the future.
- 5.6. Discussion and possible action regarding upcoming paid advertising campaigns. There was no action on this item.
- 5.7. Discussion and possible action to approve a budget amendment in the amount of \$40,000 from excess reserves for 50% of the conceptual exhibit design for an aquarium and butterfly pavilion at the Birding and Nature Center. Darla Lapeyre and Richard Franke presented at the podium. Board Member Chad Hart made the motion to recommend this item to City Council for their approval, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.8. Presentation and discussion regarding the Director's Report.
  - 1.) Executive Summary-Travel Outlook
  - 2.) Visitors Center Monthly Reports
  - 3.) ADR and Occupancy Reports
  - 4.) Social Media
  - 5.) Cision Report
  - 6.) Website Overview
  - 7.) Convention and Group Sales
  - 8.) Special Events
  - 9.) Marketing Campaigns


- 5.9. Discussion and action concerning the new meeting date for April 2021. New meeting date was scheduled for

VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 10:26am.

  
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Linette Hernandez, CVB Management Assistant

Approved by:

  
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Sean Till, CVB Chairman