

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:

WEDNESDAY, SEPTEMBER 27, 2017
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 July 26, 2017 Regular Meeting.
 - b. Approval of minutes September 7 & 14, 2017 Special Meeting.
 - c. Approve excused absence from Vice-Chairman Will Greenwood, Board Members George Block and Arnie Creinin for September 7, 2017 Special Meeting.
 - d. Approve excused absence from Vice-Chairman Will Greenwood, Boards Members Bill Donahue and George Block for September 14, 2017 Special Meeting.
- 5) Discussion and action regarding The Atkins Group 2017/18 Marketing and Budget Plan Presentation. (Arnold)
- 6) Discussion and action regarding the approval of the marketing plan for \$300,000.00 from CVB reserve fund to be implemented by The Atkins Group to enhance offseason marketing opportunities focusing on Winter Texan initiatives and families without school age children. (Jones)
- 7) Discussion and action concerning the approval of research proposals/contracts from the following: (Arnold)
 - a. Approve Young Strategies, Inc. Contract for the Comprehensive Travel Market Research Study.
 - b. Approve UTRGV proposal/contract for the Special Event Economic Impact Research Study.
- 8) Update and discussion of the CVB Staff Productivity Report. (Arnold)
 - HOT Revenue Report
 - Sales Tax Report
 - Mixed Beverage Tax
 - Group Sales Updates
 - Smith Travel Accommodations Report (STAR)
 - Social Media

- 9) Presentation of Post Report from Special Events Funding Recipients: (Jones)
 - a. Texas International Fishing Tournament
 - b. South Padre Island Chamber of Commerce-Ladies Kingfish Tournament
- 10) Discussion and action regarding application for funding requests from returning special events: (Greenwood, Donahue)
 - a. Free Livin Entertainment Inc. DBA Inertia Tours. (September 2017 –February 2018)
 - b. CMG Media Agency LLC/Studentcity.com. (October 2017 – January 2018)
- 11) Discussion and action to consider rescheduling or canceling the CVA Board Regular Meetings for November 22, 2017 and December 27, 2017 due to conflicts with Holidays. (Arnold)
- 12) Set new meeting date for October 2017. (Jones)
- 13) Adjournment.

DATED THIS THE 22nd DAY OF SEPTEMBER 2017.


 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 September 22, 2017, 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.