

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 26, 2018
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 for August 29, 2018 regular meeting.
 - b. Approve excused absence for Vice-Chairman Paul Curtin for August 29, 2018 regular board meeting.
- 5) Discussion and action to approve a budget amendment from excess reserves in the amount of \$200,000 to be utilized as reserve for airlift improvement in the marketing budget to provide incentive for airlines to bring new flights to our region with recommendation to City Council for approval. (Arnold)
- 6) Discussion and action to approve a budget amendment from excess reserves in the amount of \$130,000 to be utilized for Frontier/VIA - Denver/Chicago direct spending for marketing efforts as proposed by the CVB, and to recommend to City Council for approval. (Arnold)
- 7) Discussion and action to approve a budget amendment from excess reserves in the amount of \$300,000 to be utilized for the fall marketing enhancement buy targeting RGV, State of Texas and other top cities of origin and to recommend to City Council for approval. (Arnold)
- 8) Update and discussion of the Director's Report - 1st Generation Dashboard. (Arnold)
 - HOT
 - Economic Impact
 - Mixed Beverage Tax
 - Awareness
 - Engagement
 - Conversions
 - Director's Notes

- Project Status Updates
 - * Air Service Enhancement
 - * Booking Engine and Packaging Program Development
 - * Austin Sales Mission Progress

9) Update and discussion of marketing research and analytics report. (Flores)

- Visa Vue ROI
- Arrivalist new cities
- Arrivalist points of interest
- Arrivalist travel paths

10) Discussion and action to set new meeting for October 2018.

11) Adjournment.

DATE: THIS THE 21st DAY OF SEPTEMBER 2018.



Rosa Zapata
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 21, 2018, 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
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.