

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, OCTOBER 24, 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 September 26, 2018 regular meeting.
 - b. Approval of minutes for October 2, 2018 special meeting.
 - c. Approve excused absence for Board Members George Block and Jimmy Hawkinson for October 2, 2018 special board meeting.
- 5) Discussion and action to approve funding and contract amendment for the 2019 College Roadshow TAG Digital Retargeting Campaign. (Flores)
- 6) Discussion and possible action to approve funding and contract amendment for the 2018 Gulf Coast supplemental digital marketing buy. (Flores)
- 7) Update and discussion of the Director's Dashboard Report. (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
- 8) Update and discussion of marketing research and analytics report. (Flores)

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

9) Discussion and action to reschedule or cancel holiday Board Meetings for November and December 2018.

10) Adjournment.

DATED THIS THE 19th DAY OF OCTOBER 2018.



Rosa Zapata
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION 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 October 19, 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.