

NOTICE OF WORKSHOP
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 WORKSHOP ON:

MONDAY, JANUARY 21, 2019
9:00 A.M. AT THE SOUTH PADRE ISLAND CONVENTION CENTRE,
ROOM 202
7355 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order. (9:00)
2. Pledge of Allegiance. (9:01)
3. Introduction to staff, board members and review of organizational chart, mission statement and strategic goals. Ethics training paperwork, etc will be completed and collected. (9:02)
4. Where we were 18 months ago and where we are now. Walkthrough of program updates, current projects and ongoing goals. (9:30)
5. Berkeley Young Strategies 2018 report. Overview, visitor profile walkthrough and strategic goals. (10:00)
6. Arrivalist - why it was done and what it is now beginning to give us in terms of marketing and visitation behavior. (10:30)
7. Visa Vue - why it was done and how we are calibrating our MSA spending in the marketing program. (11:00)
8. WORKING LUNCH and Special Events Subcommittee - the purposes of the subcommittee, basic guidelines developed for proposed events, and review of the event analysis produced by UTRGV. (11:30)
9. CVB dashboard and monthly CVA Board reports. (12:00)
10. Introduce the Atkins Group Team. (12:30)
11. Key Performance Indicators - goals and current status for focused and continued efforts. (1:00)
12. Review of media plan, budgets, campaigns and media flow charts. (1:30)
13. "So Padre" marketing concept. (2:00)
14. Board Chair and Vice Chair closing. Presentation and discussion regarding Visitors Center DMAIC. (2:30)

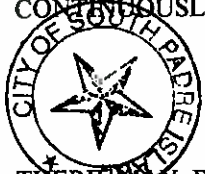
15. Presentation and discussion regarding Marketing DMAIC. (3:00)

16. Adjournment. (3:30)

DATED THIS THE 16TH DAY OF JANUARY 2019.


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 January 16, 2019, 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 WORKSHOP, 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.