

**\*\*REVISED\*\***

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

**WEDNESDAY, OCTOBER 28, 2020  
9:00 AM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS**

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to address the Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Bureau meeting]*

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the September 23, 2020 workshop. (Salazar)

4.2. Approve the meeting minutes for the September 23, 2020 regular meeting. (Salazar)

5. Regular Agenda

5.1. Presentation on the Coronavirus Travel Sentiment Index Study. (Caum/Francis-Cummings)

5.2. Update on the SPI Birding and Nature Center expansion study. (Caum/Lapeyre)

5.3. Discussion and action to approve the following special events funding applications:  
(Amaya)

1.) SPI Triathlon in March 2021

2.) JJ Zapata Fishing Tournament in September 2021

3.) Ladies King Fish Tournament (LKT) in August 2021

4.) Fiesta Padre in April/May 2021

5.) Lighted Boat Parade in December 2020

6.) **\*\*Holiday Sandcastle Village 2020\*\***

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- 5.4. Discussion and recommendation to City Council to move \$215,000 in excess reserves to be used for in-house marketing spends (594). (Caum)
- 5.5. Presentation and discussion regarding the Director's Report and the following topics. (Caum)
- 1.) Marketing in-house buys:
    - \* Channel 5
    - \* Channel 4
    - \* Lamar digital billboards
    - \* Adsplosure Ft. Worth-new proposal
    - \* Inter-Space/Clear Channel-VIA
    - \* Crossover Marketing/HEB Co-Op
    - \* Threshold 360
    - \* DTN
  - 2.) Social Media update
  - 3.) Visitors Center
  - 4.) Website update-Simpleview
  - 5.) Research and Analytics
- 5.6. Update on Convention and Group Sales. (Caum)
- \*Groups and Meetings
  - \*Cvent
  - \*Connect Texas
  - \*Southwest Showcase
  - \*Worth International PreVue Visionary
  - \*Meeting Planners International (MPI)
  - \*Helmsbrisco
  - \*UTRGV Basketball
- 5.7. Discussion and possible action concerning new meeting date for November 2020. (Salazar)

## 6. Adjourn

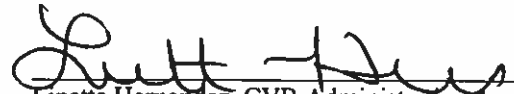
### NOTE:

*One or more members of the City of South Padre Island City Council and The Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

Agenda: OCTOBER 28, 2020 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



DATED THIS DAY OCTOBER 23, 2020

  
Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF 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 CITY HALL/MUNICIPAL BUILDING ON FRIDAY, OCTOBER 23, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER AT (956)761-8103.

