

**MEETING MINUTES
SPECIAL EVENTS COMMITTEE WORKSHOP
CITY OF SOUTH PADRE ISLAND**

TUESDAY, SEPTEMBER 22, 2020

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas, held a workshop on Tuesday, September 22, 2020, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 10:03 am. A quorum was present: Vice Chairman Doyle Wells, Committee Members Lisa Graves, Tomas Saenz, and Sean Slovisky. Absent were Committee Members Cody Pace and Christian Hasbun.

City officials present were City Manager Randy Smith.

CVB staff members present were CVB Director Ed Caum, Office Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Event Assistant April Romero and CVB Administrative Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

Chairman Sean Till led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Andy Hancock, the owner of Sand Castle Lessons, spoke at the podium and addressed questions and concerns he had about the special events funding process. He raised questions regarding marketing and guidance goals for special events, funding requirements and expectations, CVB and City cost, ROI, co-funding and match funding expectations, social media effectiveness for special events, using code specials for analytics, health and safety concerns for future events, and the use of effective communication tools for event planning.

IV. REGULAR AGENDA

- 4.1. Discussion regarding special events that were funded in FY 2019/2020. Event Development and Packaging Manager Marisa Amaya presented at the podium and went over all events that received funding for FY 2019/2020 and explained which events had postponed their dates to 2021. CVB Director Ed Caum explained that events that received their funding for FY 2019/2020, would carry over the funding already received to FY 2020/2021.

Discussion regarding special events in FY 2020/2021.

- *Budget
- *Postponed Events
- *Upcoming Events

Event Development and Packaging Manager Marisa Amaya presented at the podium and shared the Special Events Budget Tracker for 2020/2021. She explained that the listed events received 75% of their approved funding and that the remaining 25% of funding would require SEC approval, after post-event reports have been received.

Marisa Amaya informed the committee that the remaining funding would need to be included in the budget for FY 2020/2021.

Chairman Sean Till had a question regarding the current status of Kite Fest. Marisa Amaya explained that Kite Fest is tentatively scheduled for February 2021 and that both the CVB and event promoters are planning for different social distancing scenarios and are following guidelines. There was a brief discussion on Food Truck Festival, which has postponed their event to FY 2020/2021 and who offered to schedule their event according to when the City and SEC thinks would be a good time to do so. The committee recommended inviting the local food trucks that are already permitted on the island to participate in the festival.

A monthly calendar of all events for 2021, and an internal calendar of remaining 2020 and 2021 events was provided to the Committee for their review. Marisa Amaya explained that the calendar is used to track and schedule media banners, marketing, and social media. CVB Director explained that social media has been a great tool for promoting the island but that the CVB social media posts follow an algorithm and that it is more beneficial to not over post to reach the target audience. It is recommended that event promoters promote their own events on Social Media and make their post shareable, which promotes the island. Andy Hancock made a comment at the podium, stating that he would like to see the CVB social media pages be more proactive for events. He suggested having a list of upcoming events on social media platforms to allow a quick visual of all events, making the information more accessible.

Event Development and Packaging Manager Marisa Amaya shared a presentation for Defi Wind, a wind sports event, that is interested in possibly hosting an event in South Padre Island in the near future. Committee Member Tomas Saenz suggested the month of April as a good time of year for the event, being that April is usually a windy month. Pro-Am Beach Soccer is another event that has been communicating with the CVB and is interested in hosting a tournament on South Padre Island. There was a brief discussion about ideas for new outdoor events that will allow social distancing.

- 4.3. Presentation of post-Covid-19 protocols for special events. Event Development and Packaging Manager Marisa Amaya shared a slide which summarized the SPI Reopening Guidelines in a pre-event checklist format. Marisa Amaya explained that the guidelines are changing on a day to day basis and that the CVB staff is updating their guidelines and keeping them current. CVB Director Ed Caum informed the committee that the Convention Centre is taking precautions by checking temperatures, providing masks, and sanitizing the building. Social distancing labels have been placed on the floors of the

building, as well as hand sanitizer stations. Disinfecting spray backpacks have been purchased for the use of sanitizing the building before and after events.

- 4.4. Update on the Art Trails on South Padre Island. Sales and Events Assistant April Romero and Event Development and Packaging Manager Marisa Amaya presented at the podium. April Romero informed the committee that a new updated Arts Trails map had been completed and explained that there are 9 new sea turtle locations, 25 sandcastles, and 14 art galleries within the map. The back of the trail map provides pet-friendly destination information. The maps will be distributed at the Visitors Center and the Art Business Incubator. There was a brief discussion on the cost, placement and distribution of the maps and suggestions to make a rack card versus a brochure map. April Romero explained that the CVB has been scheduling 'hatchings' of each turtle on a weekly basis on 'Turtle Tuesdays.' Marisa Amaya and April Romero explained that each turtle will have a sign mounted near the turtle that will provide the turtle's name and a QR code that will provide visitors with more details on the turtle, the artists, and a fun fact. The CVB will be able to track visitors that used the QR code by their area code, which will assist with visitor analytics. The committee tested the QR codes with their camera phones. Participation instructions will be provided on the turtle sign and the homepage. Activity books and t-shirts will be handed out to visitors who complete the arts trail, as an incentive for doing so. The participants will have to take a picture with a turtle and post on social media and use the hashtag #spiturtletrail, in order to claim their item at the Visitors Center.

V. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 11:17am.



Linette Hernandez, CVB Administrative Assistant

Approved by:



Sean Till, Special Events Committee Chairman