

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

WEDNESDAY, DECEMBER 9, 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. Discussion and action to approve the following special events funding applications:
(Amaya)
 - 5.1 (a) SPI Triathlon in March 2021
 - 5.1 (b) JJ Zapata Fishing Tournament in September 2021
 - 5.1 (c) Ladies Kingfish Tournament (LKT) in August 2021
 - 5.1 (d) Fiesta Padre in April/May 2021
- 5.2. Discussion and action to approve the marketing buy for Rio Sports Live for FY 2020/2021.
(Caum)
- 5.3. Discussion and action to approve the digital marketing and media buy for Classic 92.7 FM radio station for FY 2020/2021. (Caum)
- 5.4. Discussion and action to approve the marketing buy for Yolo, TX for FY 2020/2021.
(Caum)
- 5.5. Discussion and action to approve the marketing buy for Adsposure bus wraps in Fort Worth, TX for FY 2020/2021. (Caum)



- 5.6. Discussion and action to approve the marketing/media buy for the Elite Redfish Series for FY 2021. (Caum)
- 5.7. Presentation and discussion regarding the Director's Report. (Caum)
- 1.) Marketing in-house buys
 - 2.) Social Media Update
 - 3.) Visitors Center
 - 4.) Website update-Simpleview
 - 5.) Research and Analytics
- 5.8. 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
- 5.9. Discussion and possible action concerning new meeting date for January 2021. (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.

DATED THIS DAY DECEMBER 3, 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 THURSDAY, DECEMBER 3, 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.

