

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

WEDNESDAY, SEPTEMBER 23, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, September 23, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 11:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: Council Members Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Events Assistant April Romero, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

CVB Director Ed Caum presented his Director's Report for the period of 8/15-9/15, 2020. He updated the board on organic social media, hotel occupancy, paid media, ADR, and research and analytics.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the August 26, 2020 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.2. Approve the meeting minutes for the September 2, 2020 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.3. Approve the excused absences for Chairman Daniel Salazar and Board Members Bob Friedman and Arnie Crenin for the August 26, 2020 regular meeting. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Chad Hart. Motion carried.
- 4.4. Approve the excused absences for Board Members Pamela Romer, Chad Hart, and Bryan Pinkerton for the September 2, 2020 special meeting. Board Member Arnie Crenin made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to City Council to approve the Fall marketing campaigns for FY 2020-2021. There was discussion and clarification between the board on which campaigns would be completed by The Atkins Group for the fall marketing plan. The campaigns included Work from the Beach, School from the Beach, Road Trip, Nature Tourism, and Spring Break. The board discussed the option of being able to review the marketing campaigns in advance to allow time for suggestions and changes to be made before the campaigns are finalized. It was agreed that the board would be given the opportunity to have more input on the campaigns before giving final approval. CVB Director Ed Caum explained that the board would need to make a recommendation to the City Council to approve the estimated cost for each campaign. City Council Member Ken Medders spoke at the podium and asked the CVAB to confirm whether or not items recommended to City Council by the CVAB, have all been reviewed by the CVAB. Chairman Daniel Salazar assured Council Member Ken Medders that all items sent forward have been reviewed by the CVAB. After much discussion, Board Member Bryan Pinkerton made the motion to approve the total cost of \$830,237.00 for the fall marketing campaigns for FY 2020-2021, with the option for flexibility to make any changes to the campaign content or messaging, seconded by Board Member Chad Hart. Motion carried unanimously.

VI. ADJOURN

There being no further business, Chairman Daniel Salazar adjourned the meeting at 11:49am.


Linette Hernandez, CVB Administrative Assistant

Approved by:


Daniel Salazar, CVAB Chairman