

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

WEDNESDAY, MARCH 10, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, March 10, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 10:01 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, Chad Hart, Arnie Creinin, and Bob Friedman. Board member Bryan Pinkerton was absent.

City Officials: There were no city officials present at the meeting.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE: The pledge of allegiance was led by Chairman Sean Till.

III. PUBLIC COMMENTS: There were no public comments or announcements.

IV. REGULAR AGENDA

- 4.1. Discussion and possible action to approve the Northern Mexico Marketing Plan for FY 2021. CVB Director Ed Caum spoke at the podium and informed the board that the total cost for the media plan is \$48,690, and the expected reach is for 3 million people in the Northern Mexico area. Senior Marketing Manager Teresa Rodriguez spoke at the podium and provided more details regarding the individual marketing campaigns. After a brief discussion, Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Arnie Creinin. Motion carried unanimously.

V. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 10:08am.


Linette Hernandez, Management Assistant

Approved by:


Sean Till, CVAB Chairman