

<p style="text-align:center">MEETING MINUTES CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND</p>
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WEDNESDAY, FEBRUARY 24, 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, February 24, 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 2:00pm. A full quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, Chad Hart, Arnie Crenin, Bryan Pinkerton, Bob Friedman and Ex-Officio Jose Mulet.

City Officials: City Manager Randy Smith and Council Member Ken Medders, Kerry Schwarz, and Joe Ricco were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Administrative Assistant Linette Hernandez, and Marketing and Communications Specialist April Romero were present.

II. PLEDGE OF ALLEGIANCE

III PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Director Ed Caum spoke at the podium and shared information on South Padre Island's Hotel Occupancy Tax collections for November-January of 2021. CVAB Chairman Sean Till made a comment that Board Member Arnie Crenin will be resigning from the CVAB after over 10 years of public service.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the January 27, 2021 regular meeting. Vice-Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the excused absence for Board Member Bob Friedman for the January 27, 2021 regular meeting. Vice-Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium:
 - 1.) Executive Summary-Travel outlook for the next 3 months

- 2.) Visitors Center
- 3.) ADR and Occupancy Reports
- 4.) Social Media
- 5.) Website Overview/Research and Analytics

- 5.2. Discussion and action to approve the following in-house marketing buys.
- 1.) Texas Outdoors Lifestyle TV Show-Cooking Segment for FY 2021. Board Member Daniel Salazar made the motion to approve 26 cooking segments for \$13,000 including a featured hotel/restaurant, seconded by Board Member Bob Friedman. Motion carried unanimously.
 - 2.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal. CVB Staff recommended not take no action on this item. Vice-Chairman Tom Goodman made the motion to not approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.3. Discussion and action to approve the The Atkins Group media plan for FY 2021. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously. The board requested strategic plan meetings.
- 5.4. Discussion and possible recommendation to City Council to approve the 2021 Marketing RFP. Chairman Sean Till made the motion to take no action on this item, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.
- 5.5. Discussion and possible recommendation to City Council to approve the extension of The Atkins Group contract for 6 months from April 1, 2021 - September 30, 2021. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Tom Goodman. Motion carried on a 6 to 1 vote, with Chairman Sean Till casting a nay vote.
- 5.6. Discussion and action concerning new meeting date for March 2021. A regular meeting was scheduled for March 24, 2021.

VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 2:49pm.


Linette L. Hernandez, CVB Management Assistant


Sean Till, CVA Chairman