

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

WEDNESDAY, MAY 26, 2021

9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TX

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 Advisory Board meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the April 20, 2021 regular meeting. (Till)

4.2. Approve the excused absence for Board Member Bryan Pinkerton for the April 20, 2021 regular meeting. (Caum)

4.3. Approve the SPI Triathlon post event report. (Amaya)

5. Regular Agenda

5.1. Presentation of the Mindecology Visitor Profiling Report. (Caum/Drewitz)

5.2. Discussion and possible action to approve the funding request for SPI Kite Fest 2022. (Amaya)

5.3. Discussion and update on Texas Travel Alliance Unity Week. (Goodman)

5.4. Discussion on Airport Transportation and RFP for Shuttle Services from Valley International Airport. (Caum)

5.5. Discussion on fireworks for bayside and gulf side shows in 2021. (Caum)

5.6. Presentation and discussion on nationwide trends for short term rentals. (Goodman)

5.7. Presentation and discussion regarding the Director's Report. (Caum)

- 1.) Executive Summary-Travel Outlook
- 2.) Visitors Center
- 3.) ADR & Occupancy
- 4.) Social Media
- 5.) Cision Review
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Strategic Marketing Plan
- 10.) Marketing Campaign Report

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY MAY 21, 2021



Linette Hernandez, CVB Management 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 FRIDAY, MAY 21, 2021, 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 Management 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, GEORGE MARTINEZ AT (956)761-8103.

Agenda: MAY 26, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board