

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

WEDNESDAY, JUNE 23, 2021
9:00 AM 4601 PADRE BLVD
CITY COUNCIL CHAMBERS, 2ND FLOOR
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 the Board 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 May 26, 2021, regular meeting. (Till)

4.2. Approve the excused absences for Board Members Daniel Salazar and Bob Friedman for the May 26, 2021, regular meeting. (Till)

4.3. Approve the Special Events Committee post-event reports for the following events.
(Amaya)

- * Run the Jailbreak
- * Knights of Columbus Fishing Tournament
- * Sand Crab Run
- * Pro Watercross
- *TGSA-Texas Gulf Surfing Association
- * Family Sandcastle Work Championship

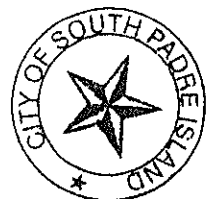
5. Regular Agenda

5.1. Presentation, selection, and possible recommendation to City Council from two Marketing RFP candidates. (Caum/Rodriguez)

- 1.) Paradise Advertising
- 2.) Zimmerman Agency



- 5.2. Presentation of the Johnson Consulting Report. (Caum)
- 5.3. Discussion and possible action to approve the RGV Reef sponsorship for FY 2021. (Caum)
- 5.4. Discussion and possible action to approve the marketing buy for Travelscope. (Caum/Rodriguez)
- 5.5. Discussion and possible recommendation to City Council to approve the marketing buy with The Atkins Group for \$335,600 for quarter 4 of FY 2021. (Caum)
- 5.6. Discussion and possible recommendation to City Council to approve \$300,000 from excess reserves be used for an environmental study towards improving incoming roadway traffic to South Padre Island, TX for FY 2021. (Caum)
- 5.7. Discussion and possible action to approve the marketing buy renewal of the Adspore bus wraps in Fort Worth, TX for FY 2021. (Caum/Rodriguez)
- 5.8. Discussion and possible action to approve the marketing buy for digital billboards in Monterrey, Mexico for FY 2021. (Caum/Rodriguez)
- 5.9. Discussion and possible action to approve the Mexico press trip on July 22, 2021. (Caum/Rodriguez)
- 5.10. Update on sopadre.com Transportation page. (Till/ Caum)
- 5.11. Discussion and possible action for an opt-in mobile text messaging system to promote upcoming events on South Padre Island. (Till)
- 5.12. Presentation and discussion regarding the Director's Report. (Caum)
 - 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision Report
 - 7.) Adara Report
 - 8.) Website Overview
 - 9.) Special Events
 - 10.) Marketing Campaigns



5.13. Discussion and possible action concerning the new meeting date for July 2021. (Till)

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 JUNE 17, 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 THURSDAY, JUNE 17, 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.

