

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

**TUESDAY, AUGUST 31, 2021**  
9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

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 Bureau meeting]*

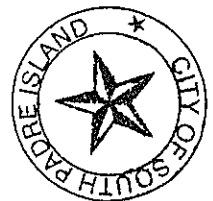
4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the July 27, 2021 regular meeting. (Till)
- 4.2. Approve the excused absence for Board Member Bryan Pinkerton for the July 27, 2021 regular meeting. (Till)
- 4.3. Discussion and possible action to approve the funding request for South Padre Island Triathlon in September 2021. (Romero)
- 4.4. Discussion and possible action to approve the funding request for Sandcastle Days in September/October 2021. (Romero)

5. Regular Agenda

- 5.1. 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.) Website Overview
  - 8.) Marketing Campaigns
- 5.2. Discussion and possible action to approve the media buy for Rio Sports Live for FY 2021/2022. (Caum)

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- 5.3. Discussion and action to approve the 3 month marketing campaign for Texas and Northern Mexico for FY 2021/2022. ( Rodriguez)
- 5.4. Discussion on Spring Break marketing spend for FY 2021/2022. (Hart)
- 5.5. Discussion and action concerning the new meeting date for September 2021. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY, AUGUST 27, 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, AUGUST 27, 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.

