

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

WEDNESDAY, OCTOBER 27, 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 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 September 22, 2021 regular board meeting. (Till)

4.2. Approve the Special Events Committee post-event reports for the following events.
(Romero)

* 2021 Food Truck Festival

* 2021 SPI Triathlon

* 2021 JJ Zapata Fishing Tournament

5. Regular Agenda

5.1. Presentation of the Zimmerman Agency Momentum and Strategic plan for FY2022.
(Quinones/Rodriguez)

5.2. 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

9.) Special Events

5.3. Discussion and possible action to approve the Zimmerman Agency Contract for FY

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2021/2022. (Caum)

- 5.4. Discussion and possible action to approve the funding request for the following Special Events. (Romero)
- *Run the Jailbreak in May 2022.
 - *Winter Outdoor Wildlife Expo (WOWE) in February 2022
 - *Ladies Kingfish Tournament in August 2022
 - *Lighted Boat Parade in December 2021
- 5.5. Discussion and possible action to approve the contract and funding requests for Spartan City Sprint & Kids Championship in February 2022. (Romero)
- 5.6. Discussion and update on Spartan Hurricane Heat in November 2021. (Romero)
- 5.7. Discussion and possible action to approve the following in-house marketing buys. (Rodriguez)
- *KRGV Channel 5-SPI Camera and Extended Beach Conditions Sponsorship
 - *CBS Channel 4 Media Buy
 - *Lamar Digital Billboards- Oklahoma Renewal
 - *Texas Monthly Winter 2021 Campaign and Spring 2022 Campaign
- 5.8. Discussion and possible action to recommend that City Council delegate the Special Events Committee as the music office liaison for the Texas Music Office in order for South Padre Island to become a certified Music Friendly Community. (Caum)
- 5.9. Discussion and possible action on Spring Break 2022 for college and families. (Pinkerton)
- 5.10. Discussion and action concerning the new meeting date for November 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 FRIDAY, OCTOBER 22, 2021



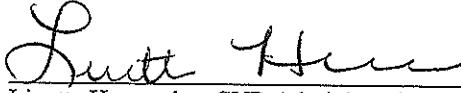
Linette Hernandez, CVB Administrative Assistant

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

Agenda: OCTOBER 27, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



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, OCTOBER 22, 2021 AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Linette Hernandez, CVB Administrative 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.

