

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

WEDNESDAY, FEBRUARY 23, 2022

9:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR

4601 PADRE BOULEVARD, 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 January 26, 2022 regular meeting. (Till)

4.2. Approve the excused absence for Vice Chairman Tom Goodman for the January 26, 2022 regular meeting. (Till)

4.3. Approve the Special Events Committee post-event report for SPI Kite Fest 2022. (Brown)

5. Regular Agenda

5.1. Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. (Till)

5.2. Presentation and discussion on Spring Break performance and the Q1 Marketing Plan for FY21/22. (Zimmerman)

5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. (Moore)

5.4. Presentation and recap on the 2021 McAllen Holiday Parade. (Rodriguez)

5.5. Discussion and possible action to approve the funding request for the following Special Events: (Brown)



- * Flag Football World Championship Tour South Padre Regional in April 2022
- * SPI Half Marathon in November 2022
- * Texas Golf Association State Championship in April/May 2022

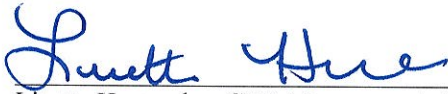
- 5.6. Update regarding the following Special Events: (Brown)
 - * American Junior Golf Association Tournament in June 2022
 - * Splash in April/May 2022
- 5.7. Discussion and possible action to approve the contract renewal for the Lamar digital billboards. (Rodriguez)
 - * McAllen/Laredo/Austin: March-May 2022.
 - * Oklahoma: April-September 2022
- 5.8. Discussion and possible to approve the Rio Sports Live marketing/media buy for March-September 2022. (Pinkerton)
- 5.9. Discussion and action concerning the new meeting date for March 2022. (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 FEBRUARY 17, 2022



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, FEBRUARY 17, 2022 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.

