

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

WEDNESDAY, MARCH 23, 2022
2:00 PM 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 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 February 23, 2022 regular meeting. (Till)
- 4.2. Approve the excused absences for Vice Chairman Tom Goodman and Board Member Bob Friedman. (Till)

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 update on Airport news. (Moore)
 - *Valley International Airport
 - *Brownsville Airport
 - *McAllen Airport
- 5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. (Moore)
- 5.4. Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)
 - 1.) Special Events
 - 2.) Social Media

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- 3.) Cision
- 4.) PR Efforts
- 5.) SPI CTA Program
- 6.) New Creative

5.5. Update, discussion, and possible action on new marketing plan for media placement (\$500,000) and creative content (\$100,000) in FY 21/22. (Moore)

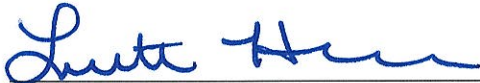
5.6. Discussion and action concerning the new meeting date for April 2022. (Till)

6. Adjourn

NOTE:

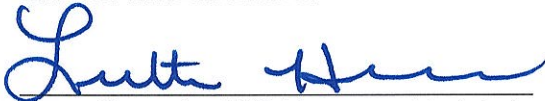
One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY, MARCH 18, 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 FRIDAY, MARCH 18, 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.

