

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

**WEDNESDAY, FEBRUARY 23, 2022**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, February 23, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:04 am. A quorum was present: Board Members Bryan Pinkerton, Chad Hart, Daniel Salazar and Rene Valdez were present. Vice Chairman Tom Goodman and Board Member Bob Friedman were absent.

City Officials: There were no city officials present.

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez (virtually), Special Events Coordinator April Brown, Marketing and Communications Specialist Denise Hernandez, and Management Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Lori welcomed new Board Member Rene Valdez and made a comment regarding Pier 19 burning down and announced condolences to Bob Friedman and his staff.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the January 26, 2022 regular meeting. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.2. Approve the excused absence for Vice Chairman Tom Goodman for the January 26, 2022 regular meeting. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event report for SPI Kite Fest 2022. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

**V. REGULAR AGENDA**

- 5.1. Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. Chairman Sean Till pulled this agenda item from the meeting due to two of the board members being absent. This agenda item will be brought back for action at the next meeting.

- 5.2. Presentation and discussion on Spring Break performance and the Q1 Marketing Plan for FY 21/22. The Zimmerman Agency presented virtually regarding the spring break campaign results. The board had several questions regarding the performance.
- 5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. Carlos presented virtually and provided information on their analysis of the Zimmerman Spring Break Campaigns and explained the services that they provide.
- 5.4. Presentation and recap on the 2021 McAllen Holiday Parade. The City of McAllen presented at the podium and provided information regarding the success of the 2021 Holiday Parade.
- 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 Gulf Association State Championship in April/May 2022Special Events Manager April Brown to the podium to provide an update on all SEC approved events and the dates of the events. Board Member Daniel Salazar made a motion to approve all events, seconded by Board Member Chad Hart. Motion carried unanimously. Flag Football World Championship Tour South Padre Regional in April 2022 was approved for \$3,000 in funding towards marketing. SPI Half Marathon in November 2022 was approved for \$10,000 in funding towards marketing. Texas Gulf Association State Championship in April/May 2022 was approved for \$3,000 in funding towards marketing and \$2,000 in operational costs.
- 5.6. Update regarding the following Special Events: (Brown)
  - \* American Junior Golf Association Tournament in June 2022
  - \* Splash in April/May 2022Special Events Manager April Brown to the podium to provide an update on all SEC approved events and the dates of the events.
- 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 2022Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.8. Discussion and possible to approve the Rio Sports Live marketing/media buy for March-September 2022. Board Member Daniel Salazar made a motion to approve the marketing buy for \$5,000 per month for 7 months, seconded by Board Member Rene Valdez. Motion carried unanimously.

- 5.9. Discussion and action concerning the new meeting date for March 2022. The next meeting was scheduled for Wednesday, March 23, 2022 at 2pm.

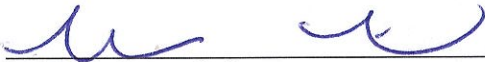
**VI. ADJOURN**

Meeting was adjourned at 11:05am.



Linette Hernandez, CVB Management Assistant

Approved by:



Sean Till, CVAB Chairman