

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

WEDNESDAY, APRIL 27, 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 CVAB meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for March 23, 2022. (Till)

4.2. Approve the Special Events Committee post-event reports for:
* SPI Sprint Triathlon 2022
* WOVE-Winter Outdoor Wildlife Expo 2022

5. Regular Agenda

5.1. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics to include a presentation by Zimmerman Agency regarding Q1, recap, and Summer/Fall activity. (Moore)

5.2. Presentation and discussion regarding the CVB Monthly Report. (Moore)

- 1.) Special Events
- 2.) Social Media
- 3.) Cision
- 4.) PR Efforts
- 5.) SPI CTA Program
- 6.) New Creative

5.3. Discussion and possible action to approve the funding request for the following Special



Events: (Brown)

- * Beach Bash Skate Jam in June 2022
- * JJ Zapata Fishing Tournament in September 2022
- * Ride for Rotary in October 2022
- * SPI Muzicians Run in November 2022
- * SPIsland Games in September 2022
- * SPI Wahoo Classic in September 2022

- 5.4. Discussion and possible action to approve the revised Special Event Funding: (Brown)
- * Application
 - * Guidelines
 - * Policy
 - * Post Event Report
- 5.5. Update and possible action on the following budget line items and review of the budget planning calendar for FY2022. (Moore)
- * Events Marketing
 - * Marketing
- 5.6. Discussion and action concerning the new meeting date for May 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, APRIL 22, 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, APRIL 2, 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.

Agenda: APRIL 27, 2022 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board