

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

**WEDNESDAY, MAY 25, 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, May 25, 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 9:11 am. A quorum was present: Vice Chairman Daniel Salazar, Board Member Bob Friedman, Byran Pinkerton, Chad Hart, and Tom Goodman were present. Board Member Rene Valdez was absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, Sales and Services Manager Mayra Nunez, and Management Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Board Member Tom Goodman made a public comment regarding property taxes. CVB Interim Director Lori Moore provided an update on the hot collections for April 2022. She also informed the board that the Convention Center had some leaks due to bad weather and an air condition outage while the Region One Conference was taking place. She also informed the board CVB Operations Staff member Juan Sanchez will be retiring after 24 years of service.

**IV. APPROVE CONSENT AGENDA**

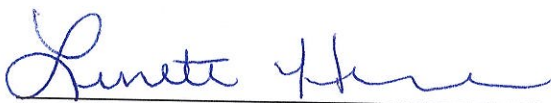
- 4.1. Approve the excused absences for Vice Chairman Daniel Salazar and Board Member Chad Hart for the April 27, 2022 regular meeting. Chairman Tom Goodman made a motion to approve, seconded by board member Bob Friedman. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the April 27, 2022 regular meeting. Chairman Tom Goodman made a motion to approve, seconded by board member Bob Friedman. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event report for the Texas State Surfing Championships in April 2022. Chairman Tom Goodman made a motion to approve, seconded by board member Bob Friedman. Motion carried unanimously.

**5. Regular Agenda**

- 5.1. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Agency presented virtually and provided a marketing update. The board provided feedback on adjustments they would like to be made for reporting purposes. Predictive Data Lab provided a recorded presentation.

- 5.2. Presentation and discussion regarding the CVB Monthly Report.
- 1.) Special Events - Special Events Manager April Brown provided an update on the April/May Special Events.
  - 2.) Groups and Meetings- Sales and Service Manager Mayra Nunez provided an update on sales efforts and future events that are booked for 2024.
  - 3.) Marketing and Communications- Senior Marketing and Communications Manager Teresa Rodriguez provided an update on the following items below.
  - 4.) Social Media
  - 5.) Cision
  - 6.) PR Efforts
  - 7.) New Creative
  - 8.) SPI-Certified Tourism Advisor (CTA) Program
- 5.3. Discussion and possible action to approve the funding request for the following Special Events: Board Member Daniel Salazar made a motion to approve the SEC awarded funding amounts seconded by Board Member Tom Goodman. Motion carried unanimously.
- \*SPI Kite Fest in February 2023: \$39,000 in marketing was approved
  - \*Banzai Kon in October 2022: \$10,000 in marketing was approved
- 5.4. Discussion and possible action to approve the McAllen Holiday Parade float sponsorship. Board Member Tom Goodman made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5. Discussion and possible action to approve a reimbursement to Isla Grande for fireworks expenses for the South Side Gulf area and request a budget amendment to city council from excess reserve. Tom Goodman made a motion to approve \$20,000 for two shows, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.6. Discussion and possible action to select and approve a date for the Fourth of July Fireworks show in 2022. Chairman Sean Till made a motion to approve the fireworks for Monday July 4th at 9:15pm, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7. Discussion and action concerning the new meeting date for June 2022. The next meeting date was scheduled for June 22, 2022.

6. ADJOURN: The meeting was adjourned at 11:23pm.

  
Linette Hernandez, CVB Management Assistant

Approved by:

  
Sean Till, CVAB Chairman