

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

WEDNESDAY, JULY 27, 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, June 27, 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 9:01 am. A full quorum was present: Vice Chairman Daniel Salazar, Board Members Tom Goodman, Chad Hart and Rene Valdez were present. Board Members Bob Friedman and Bryan Pinkerton were absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, CVB Sales & Service Manager Mayra Nunez, CVB Sales Manager David Villareal, Administrative Assistant/Receptionist Silvia Sanchez and City Secretary/Public Information Officer Angelique "Nikki" Soto.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Francisco Partida, Director of Development & Security for the Brownsville/SPI Airport, announced the advertisement yearbooks with NFL Teams, half a million were printed ads for Brownsville/SPI Airport. He also introduced Airport Assistant Director Shawn Kelly. CVB Director Blake Henry announced his trip to Toronto for the Destinations International Conference to raise awareness for South Padre Island as a destination. He also announced the position for Director of Sales will be opening soon. Special Events Manager April Brown was recognized as 30 under 30. The CVB will be hosting the Texas Associations of CVBs. Chairman Sean Till welcomed Blake Henry as Director of CVB.

IV. APPROVE CONSENT AGENDA

Board Member Hart made amotin, seconded by Board Member Friedman to approve Consent Agenda items 4.1 through 4.3. Motion carried unanimously.

- 4.1. Approve the excused absences for Board Members Chad Hart and Bob Friedman for the June 22, 2022 regular meeting. Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar.

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- 4.2. Approve the meeting minutes for the June 22, 2022 regular meeting. Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar.

Consent items are approved as a group, unless they are directly pulled for individual votes. Also, no discussion on consent items.

- 4.3. Approve the Special Events Committee post-event reports for the following events:
* American Junior Golf Association in June 2022
* Beach Bash Skate Jam in June 2022.
Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Agency and Predictive Lab presented their individual presentations virtually.

The Zimmerman Team presented an update on

- 5.2. Presentation and discussion regarding the CVB Monthly Report.
1.) Special Events - Special Events Manager April Brown provided an update on the Special Events department.
2.) Groups & Meetings - Sales and Service Manager Mayra Nunez provided an update on sales efforts and future events.
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.) In House Creative

- 5.3. Discussion and possible action to approve the funding request for the following Special Events:
* Sandcastle Days in October 2022

Board Member Tom Goodman made a motion, seconded by Board Member Chad Hartman to approve the funding request for \$40,000 for Sandcastle Days. Motion carried unanimously.

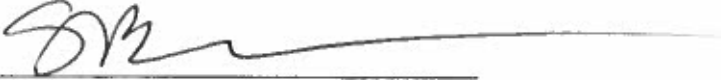
- 5.4. Update and discussion on the FY 22/23 budget for Events Marketing and Marketing. (Moore)

- 5.5. Discussion and action concerning the new meeting date for August 2022.

Chairman Till announced the next meeting would be August 16, 2022.


VI. ADJOURN

The Meeting was adjourned at 10:47am.



Silvia Sanchez, CVB Administrative Assistant

Approved by:



Sean Till, CVAB Chairman