



Public Relations Committee Meeting

Bayview Tower – Administrative Office – 400 Mann Street, Suite 800
Bayview Large Conference Room
Corpus Christi, Texas 78401

Join Zoom Meeting

<https://us02web.zoom.us/j/83305804496?pwd=VStTpzZetFVjMcXWoAervBE2MP2UtV.1>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 833 0580 4496

Passcode: 307614

Thursday, May 8, 2025 – 3:00 pm

AGENDA

- I. Call to Order: *C. Michelle Unda, Chair*
- II. TOMA Rules: *Janet Neely*
- III. Roll Call: *Janet Neely*
- IV. **Announcement on Disclosure of Conflicts of Interest**
Any Conflicts of Interest or Appearance of a Conflict of Interest with items on this agenda shall be declared at this time. Members with conflicts will refrain from voting and are asked to refrain from discussion on such items. Conflicts discovered later in the meeting shall be disclosed at that time. Note: Information on open meetings is included at the end of this agenda.
- V. **Public Comments**
- VI. **Discussion and Possible Action on Minutes of the February 13, 2025 Public Relations Committee Meeting**
- VII. **Information Only:**
 1. Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-Mar.) (Q3 Apr.-Jun.) (Q4 Jul.-Sept.)
 - a. Second Quarter (Q2) Event Promotions & Summary: *Xena Mercado*
 - b. Third Quarter (Q3) Upcoming Events & Projects: *Xena Mercado*

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2. Second Quarter (Q2) Analytics
 - a. Social Media & Web: *Tony Armadillo*

3. Marketing & Communication: Assessment & Strategic Plan Update: *Ken Trevino*
 - a. Report & Presentation: *MDR Advertising Team*

VIII. Adjournment

Note: Except for expressly authorized closed sessions, meetings, discussions, and deliberations of the Board or Committees will be open to the public. Voting in all cases will be open to the public. Board members are advised that using personal communication devices to discuss Committee and Board business during the meeting may be a violation of the Texas Open Meetings Act. Such communications also may be subject to the Texas Public Information Act.

Closed Session Notice. PUBLIC NOTICE is given that the Board may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code. In the event the Board elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

Texas Open Meetings Act (TOMA). All public meetings are required to follow all parts of the Texas Open Meetings Act. Therefore, we will be holding this meeting both in-person at our **Bayview Tower – Administrative Office, Bayview Large Conference Room** and on **ZOOM**. With this format, comes some changes to what is required of board members and the public.

- The presiding member (Chair or designee) must be in-person at the meeting location, 400 Mann Street, Suite 800, Corpus Christi, Texas.
- Board members must be visible on camera in order to count toward the quorum and in order to vote.
- The public and all presenters will need to be visible while presenting information.

This hybrid meeting format will allow us to meet TOMA rules, while still ensuring the safety of those who must attend.

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