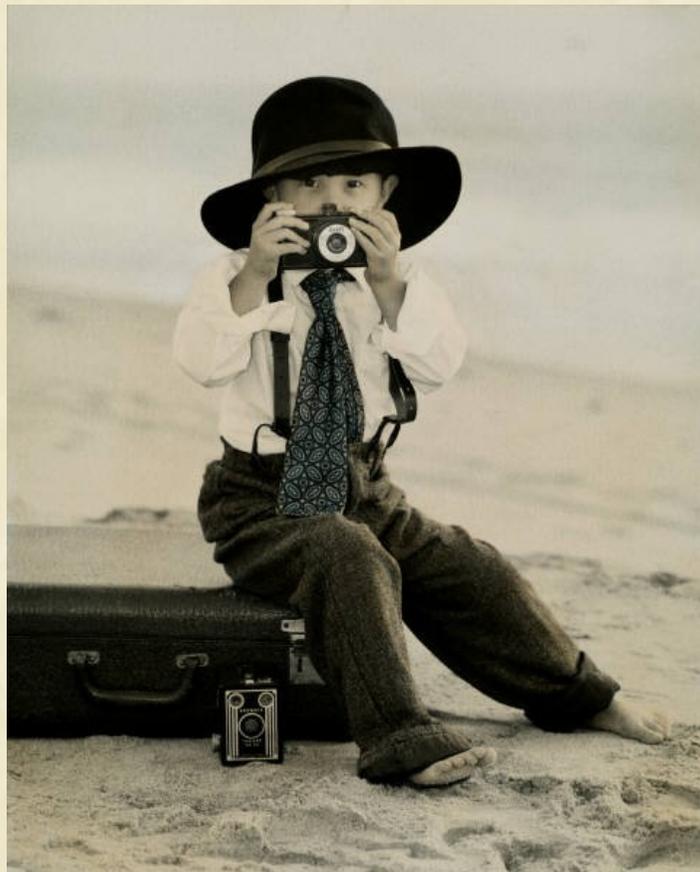


CITY OF SOUTH PADRE ISLAND



SNAPSHOTS
FISCAL YEAR 2009-2010

Message from the City Manager

The purpose of “Snapshots” is to be able to capture some of the most significant events for the organization and the community. It is a communication tool to help us tell our story. At a seminar last year, the presenter said firmly “If you don’t tell your story, others will.” I thought it was time for us to be a little more proactive in making sure we focus on those things we do well and to feel good about how we contribute to this captivating place called South Padre Island.

As with all new projects, we hit many hurdles in trying to accomplish this endeavor. Our goal for next fiscal year is to complete the production of Snapshots so we can deliver it as part of the Mayor’s State of the Island presentation in November. We would also like to be more inclusive in getting feedback from the various departments so that it demonstrates their accomplishments as they would like them presented. While there is always room for improvement, I am proud to present Snapshots as a way to summarize fiscal year 2009-2010. I would be remiss if I did not acknowledge the patience and perseverance of Minerva Lopez who worked endless hours putting this document together. THANK YOU MINERVA!

I would also like to emphasize my appreciation for our extremely dedicated and talented staff who continues to find creative ways to deliver high quality service in a lackluster financial environment. I always enjoy my interaction with other City Managers especially when I am able to share with them how the City of South Padre Island has a highly-engaged and knowledgeable City Council, capable staff and a beautiful place to call home...Who wouldn’t be jealous!

Joni Clarke, City Manager



IN THIS ISSUE

AWARDS &
ACCOMPLISHMENTS
Page 2

SPECIAL EVENTS
Page 8

COMMITTEES
Page 20

THE ECONOMY
Page 21

DEPARTMENT
HIGHLIGHTS
Page 22

RETIRED POLICE CHIEF ROBERT RODRIGUEZ HONORED

On October 7, 2009, the City of South Padre Island honored Retired Police Chief Robert Rodriguez for 25 years of service. Mayor Robert N. Pinkerton Jr. read a list of the Chief's accomplishments and presented him a plaque along with a cedar case containing his service weapon and badge.



State Senator Eddie Lucio and State Representative Tara Rios-Ybarra attended and each presented him with a certificate and a Texas flag that had flown over the State Capitol Building. U.S. Representative Solomon Ortiz made remarks about Chief Rodriguez into the Congressional Record that would be forever enshrined in the Library of Congress. Fire Chief Burney Baskettt presented Chief Rodriguez with a photo of the Fire Department crew and jokingly stated *"Police Officer's need Heroes Too."*

2009 TEXAS MUNICIPAL EXCELLENCE AWARD



On October 22, 2009, the City of South Padre Island received recognition by the Texas Municipal League at the 97th Annual Conference and Exhibition in Fort Worth, Texas. City Officials and staff were honored to receive the 2009 Municipal Excellence Award for the City's Communication Programs.



CERTIFIED RETIREMENT COMMUNITY

The City of South Padre Island was recognized by Commissioner Todd Staples of the Texas Department of Agriculture as a Certified Retirement Community. The Certified Retirement Community Program helps communities attract potential retirees to make their homes in Texas which has become the No. 2 retirement state in United States. The City of South Padre Island is the 30th community in the state to receive this certification.

CITY'S NOMINATES CUNNINGHAM FOR THE RIO GRANDE VALLEY WALK OF FAME

On December 6, 2009, "People are going to be walking all over me," South Padre Island City Attorney Paul Y. Cunningham joked when the City Council unanimously nominated him to the Rio Grande Valley's Walk of Fame.

The City of Hidalgo, BorderFest Association, Hidalgo Chamber of Commerce and City of Hidalgo Texas Municipal Facilities Corporation established the Walk of Fame to honor and celebrate the lives, achievements and significant civic contributions of people within the Valley and the rest of South Texas. People of all walks of life are inducted into the Walk of Fame by the Rio Grande Valley Walk of Fame Commission, which is composed of representatives of South Texas Chambers of Commerce, journalists and other community representatives.



LEADING TRAVEL SITE CHOOSES SOUTH PADRE ISLAND AS A TOP DESTINATION

On December 27, 2009, TripAdvisor, one of the world's most trusted sources of travel advice, announced the best value winter vacation rental getaways, and South Padre Island made the list of best value "sun" destinations. The TripAdvisor surveyed more than 1,000 U.S. travelers and found that 83 percent of respondents would stay at a vacation rental rather than a hotel or bed & breakfast for a winter leisure trip if they could get a better deal. South Padre Island came in at number 4 on the list, "This prime winter get-away that has plenty to offer those who want to sunbathe or find some adventure. In addition to its pristine beaches, the island features excellent parasailing, hiking, bird watching, deep-sea fishing, golfing, and scuba diving." Convention and Visitors Bureau Executive Director Dan Quandt said "we are honored that they selected us. At this rate, it's recognition of what a great place this is to relax and get away from your cares."

PROFESSIONAL RECOGNITION



VICTOR BALDOVINOS - On November 6, 2009, Victor was promoted to Environmental Health Services Director.



WENDI DELGADO — On November 6, 2009, Wendi was promoted to Administrative Services Director.



RICK VASQUEZ — On January 1, 2010, Rick was promoted to Transit and Development Director.



FRANK WASHINGTON —
On May 22, 2010, Frank was promoted to Network Systems Administrator.



RODRIGO GIMENEZ—
On June 21, 2010, Rodrigo was promoted to Senior Accountant within the Finance Department.

CITY RECOGNIZES OUTSTANDING EMPLOYEE OF THE YEAR

On January 6, 2010, the City recognized Ray Moya as the “Outstanding Employee of the Year.” Public Works Supervisor Ray Moya has worked as a city employee for over 25 years, has served as the Interim Public Works Director on four separate occasions and supervises 16-20 staff members. City Manager Joni Clarke stated that Ray’s greatest quality is his ability to complete projects quickly and efficiently. Ray stated he was honored to receive the recognition.

Ray was also promoted to Assistant Public Works Director on May 22, 2010.



SERVICE AWARDS

The City is proud to acknowledge the following employees for their years of service:

5 YEARS

- Jesse Atkinson-CVB
- Michael Calendra—FD
- Carlos Facio-PW
- “Mr. G” Gilbert Garza—PW
- Joe V. Gonzales - PW
- Luis C. Gonzalez—FD
- Antonio Mayorga-PW
- Lori Moore-CVB
- Jim L. Pigg—FD
- Sean Simon—FD
- Frank Washington Jr.– IS
- G. Neil Waters– FD
- Rosa M. Zapata-CVB



- Susan Hill-CMO
- Javier Ch. Garza-PD

10 YEARS

- Lili DeRousie-CVB
- Rolando Gonzalez-PW
- Eloy Sandoval-PD
- Ruby Silva-PD
- Jorge L. Vasquez—PD
- Garry Wilburn—FD

15 YEARS

- Marta Martinez-PW
- Jose Mora-PD
- Rachel Rocha-PD
- Cynthia Vasquez-Court

2010 LEADERSHIP COURSE GRADUATES

Our Congratulation to the 2010 participants of the twelve week training course, John Maxwell’s “21 Irrefutable Laws of Leadership” who graduated on July 2, 2010.



- Deeonda Ahadi
- Joni Clarke
- Sally Garza
- Susan Hill
- Darla A. Jones
- Mayra Nunez
- Gloria Sandoval
- Cindy Vasquez

- Dolly Castillo
- Wendi Delgado
- Rosie Guzman
- Tim Howell
- Minerva E. Lopez
- Rachel Rocha
- Chief Randy Smith

SCENIC CITY CERTIFICATION

On Thursday, September 16th, 2010, 14 Texas cities were recognized as a Texas Certified Scenic City for having the highest level of scenic standards for public roadways and public spaces.



The Scenic City Certification Program, the first of its kind in the United States, was developed in 2009 by Scenic Texas in cooperation with the Texas Municipal League and in consultation with Scenic Houston, Houston-Galveston Area Council, Urban Land Institute, American Planning Association and Houston Council of Engineers. The program accepted its first applications in 2010. The City of South Padre Island was honored to be classified as a “Recognized” Scenic City for our recent projects that meet the high quality scenic standards for public roadways and public spaces, with the long-term goal of improving the City’s image.



CITY AWARDED FOR EXCELLENCE IN FINANCIAL REPORTING

The Certificate of Achievement for Excellence in Financial Reporting has been awarded to the City of South Padre Island by the Government Finance Officers Association of the United States and Canada (GFOA) for its Comprehensive Annual Financial Report (CAFR). The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

The CAFR has been judged by an impartial panel to meet the high standards of the program including demonstrating a constructive “spirit of full disclosure” to clearly communicate its financial story and motivate potential users and user groups to read the CAFR.

The GFOA is a nonprofit professional association serving approximately 17,500 government finance professionals with offices in Chicago, IL and Washington, D.C.



ROTARIAN OF THE MONTH



Congratulations to our City employee DeeOnda Ahadi, for being recognized as Rotarian of the Month for July, 2010 by the Port Isabel Rotary Club. Rotary President Bettina Tolin presented this honor to DeeOnda for her outstanding and unselfish service to the community which includes the flag program, highway clean-up and many, many other efforts. We are so proud of you Ms. DeeOnda!

CITY RECEIVES NICE GRANT

On October 21st, 2009, Telecommunications Supervisor, Gloria Sandoval approached the Cameron County 911 Board and requested funding to upgrade our City's telecommunications department with the Neptune Intelligence Computer Engineering (NICE) digital radio and telephone recording equipment.

The Cameron County 911 Board approved the request and agreed to cover the upgrade costs of approximately \$4,500.

American Recovery and Reinvestment Act of 2009 Funded Projects

SOUTH PADRE ISLAND POLICE RECEIVE \$78,000 IN GRANTS

On December 20, 2009, South Padre Island Police received money from two grants totaling \$78,104 for equipment upgrades. One grant was for \$44,755 from the American Recovery and Reinvestment Act of 2009 for the purchase of Live Scan Identification equipment and the second grant for \$33,349 was from the 2009 Edward Byrne Justice Assistance Grant to purchase equipment to be enclosed within a crime scene trailer. These purchases fall under chapter 6.J of the South Padre Island's Comprehensive Plan to continue to support the needs of the Public Works, Police, and Fire Departments to ensure adequate protection of the residents.

CTIY RECEIVES AMERICAN RECOVERY AND REHABILITATION GRANT

On March 12, 2010, The City's Transit and Development Department was awarded the American Recovery and Rehabilitation Act (ARRA) grant from the Texas Department of Transportation. The \$550,000 was used to purchase two 24-foot buses, two International 31-foot low floor buses and funding to hire a consulting firm to prepare the City's Mobility Plan. The Mobility Plan will guide the City's development of annual capital and operations requests for the operation of the Wave.

CITY AWARDED SECO GRANT

On May 14, 2010, the Texas State Energy Conservation Office awarded the City a \$23,030 grant. Funds will be used to equip the Municipal Complex Building with ten motion sensors and application of waterproof sealant around the windows and along the concrete base of the building.

The City will benefit from the energy efficient upgrades with an anticipated Return on Investment (ROI) of 3.1 to 6.6 years with Energy Conservation Measures (ECM) with a Potential Annual Savings of 15-32%.

CITY APPLIES FOR CIAP GRANT

On August 8, 2005, President Bush signed into law Section 384 establishing the Coastal Impact Assistance Program (CIAP) which authorizes funds to be distributed to oil and gas producing States for the conservation, protection and preservation of coastal areas, including wetlands. Under CIAP, \$250 million for each of the fiscal years 2007 through 2010 will be shared among Alabama, Alaska, California, Louisiana, Mississippi, and Texas.

On August 21, 2010, City staff submitted an application for the Cameron County 2009-10 Coastal Impact Assistance Program (CIAP) Grant for \$250,000 to contribute towards the \$10.5 million dollars needed for a large scale off-shore sand nourishment project. On September 30, 2010, City staff was advised that they had been awarded a grant of \$200,000 for the off-shore sand source beach re-nourishment project.

In 2008, the State awarded the City \$2.5 million dollars in CIAP grant funds and awarded Cameron County \$200,000. In 2009-2010, County CIAP awarded the City \$200,000. To date, the City of South Padre Island has been awarded \$3,200,000 in CIAP grant funds. The City submitted a 2009-2010 State CIAP application for an additional \$3,500,000.

October 2009

CITY OFFICIALS PROCLAIM OCTOBER “BREAST CANCER AWARENESS MONTH”

At the City’s Council Meeting of October 7, 2009, Mayor Robert N. Pinkerton Jr., proclaimed the month of October as “Breast Cancer Awareness Month.” This was a heart felt sentiment that touched City Manager Joni Clarke who had been recently informed of her upcoming battle.

The City of South Padre Island makes every effort to support the cause and hold various functions throughout the month to bring the message to all women in hopes to they share the knowledge and encouragement with others.



SOUTH PADRE ISLAND’S WALK FOR WOMEN



The City of South Padre Island prepared for the 6th Annual Walk for Women event October 2 through 4, 2009. The events began at Louie’s Backyard with a buffet, drinks, entertainment and an auction with all proceeds going to local victims battling breast cancer.

The events continued with a Fishing Tournament that had contestants vying for the first place at the weigh-in at the dock of Wahoo’s Saloon. The events ended with over 2,000 participants in the Walk for Women “Pink Parade” that began at the Convention Centre and ended at Louie’s Backyard with music, raffles, and fun.

November 2009

SOUTH PADRE ISLAND RESIDENTS APPROVE HOME RULE CHARTER

On November 3rd, 2009, an election was held to decide our local form of government. Every resident received a copy of the proposed Home Rule Charter, which would essentially be the Constitution of the City. Under Home Rule, South Padre Island will no longer have to seek permission from the State Legislature for action it should be able to decide on its own. Home Rule makes for a more flexible and responsible government.

JOLLY DAYS KICKED OFF THE ISLAND'S 2ND ANNUAL HOLIDAY EVENT



The Lighting of the Island Ceremony was held on November 27th, 2009, at the Visitors Center. The fun-filled events began with the lighting of the Christmas tree, caroling, a parade and an outdoor Mercado with prickly pear margaritas available....what a great way to start off the Christmas shopping adventure!

CHRISTMAS MERCADO

On November 28, 2009, Laguna Boulevard and Louie's Backyard was converted into an outdoor shopping adventure for the 2nd Annual Christmas Mercado. This year's event surpassed last years participation in that all booths had been sold out. It was a great place to begin the Christmas shopping for arts, crafts and merchandise from local store owners. Mercado guests enjoyed the food and beverages while listening to the Christmas music.



BREAKFAST WITH SANTA

On November 28th, 2009, Mr. and Mrs. Santa kept their elves working late in the evening in preparation for Saturday's morning breakfast. Approximately 400-500 children attended the event at Schlitterbahn Water Park. After their pancake breakfast, the elves provided the children with story time, face painting, and helped them write their letter to Santa. Every child had their photo taken with Santa and his wife and came away with a gift. The children's faces registered a whole range of emotions from joy to awe.

December 2009

SOUTH PADRE ISLAND'S 21ST ANNUAL CHRISTMAS PARADE



On December 18, 2009, Jolly Days continued on with the 21st Annual Christmas Parade along Padre Boulevard. The entertainment began at 6pm along the parade route from Mesquite Street southward to Palm Street. We had over 68 parade entries that included the City of Port Isabel, Laguna Vista, Los Fresnos, Brownsville and the City of McAllen who was a first-time participant. Our appreciation to all who helped make this a fun filled evening for all our guests.



SOUTH PADRE ISLAND AND PORT ISABEL OFFER CHRISTMAS TREE RECYCLING TO RESIDENTS



On December 31, 2009, the City of South Padre Island and Port Isabel held their 11th annual Christmas Tree Recycling event. City Officials collaborated with the Valley Proud Program and Cameron County to offer locals an opportunity to recycle their Christmas trees into mulch. The City's Christmas tree recycling Program offers free mulch to Citizens who ask for it. Our communities worked together to offer just another way to recycle rather than fill up landfills with garbage which can take decades to decompose.

December 2009



IMPLOSION OF THE LEANING OCEAN TOWER OF SOUTH PADRE ISLAND

December 13, 2009, early Sunday morning at 9:00am, in less than 20 seconds the tallest reinforced concrete building ever to be imploded and the youngest was reduced to a four-story pile of rubble on South Padre Island. Built on the north end of the Island, the 31-story Ocean Tower condominium building encountered problems halfway through construction when the foundation began to settle. Engineers had anticipated some settling, but the tower just kept sinking, eventually causing it to lean slightly against a connected parking garage. Construction was halted due to the problem and the engineers inevitably deemed the building unsalvageable.



Going



GOING,

GONE!



January 2010



SOUTH PADRE ISLAND'S MARKET DAYS

On Friday, January 3, 2010, the City of South Padre hosted their first annual Market Days event at the Island's Convention Center located at 7355 Padre Boulevard.

Locals and visitors enjoyed a day of shopping at the market surrounded by a great relaxing atmosphere, arts, crafts, foods and more. Winter Texans enjoyed this weekend event which was held up through February 27th, 2010.



On April 1, 2010 at 12:15pm, children dressed in their Sunday best came to participate in the City's sponsored Easter Egg Hunt at the Market Days event at the Shores. Children enjoyed discovering the hidden eggs that contained goodies that included prizes from vendors participating at the Market Days event or local business. Our appreciation to the Shores Residential Development for hosting this family oriented event that brought smiles to everyone in attendance.



COFFEE WITH THE MAYOR

On January 14, 2010, the Chamber of Commerce Government Affairs Committee hosted "Coffee with the Mayor" at Scampi's and had approximately 30 people attend. Mayor Robert N. Pinkerton Jr. was happy to attend the event and answer the participants questions regarding current issues on South Padre Island. A second meeting was held on February 25, 2010 to answer questions regarding Spring Break.





CITY OFFICIALS ATTEND THE AMERICAN SHORE & BEACH PRESERVATION COASTAL SUMMIT AND ANNUAL CONFERENCE

South Padre Island elected officials attended the American Shore & Beach Preservation events to hear experts discuss the coastal and ocean process with a focus on increasing federal funding for cooperative efforts that will improve the coastal communities sustainability and ecological system.

On March 10, 2010, the American Shore & Beach Preservation Association held their Coastal Summit in Washington, DC to recognize its top coastal allies at a special awards reception on Capital Hill. The ASBPA Annual Conference was held on October 12, 2010 in Charleston, South Carolina to hear over 80 presentations on beach restoration to regional sediment management and coastal policy.

LONGEST CAUSEWAY RUN AND FITNESS WALK

On January 9, 2010, the City of South Padre Island and the South Padre Island Chamber of Commerce collaborated with the City of Port Isabel and the Port Isabel Chamber of Commerce to organize the 26th Annual Longest Causeway Run and Fitness Walk. This large fundraising event began to celebrate the joining of cities of Port Isabel and South Padre Island with the Queen Isabella Causeway. Over 3,000 participants took the challenge to “walk or run” the 10k race across the causeway. The success of the event was a result



of the collaboration between the cities of Port Isabel and South Padre Island in coordinating traffic, public works, and strategically placing police and fire units along the route to ensure everyone’s safety. The City of South Padre Island is looking forward to another great year and encourage participation in this event that continues to grow every year.

**26TH Annual
LONGEST CAUSEWAY RUN
& FITNESS WALK**
Saturday, January 9, 2010

USA Triathlon Certified Course

Run or walk from Port Isabel across the beautiful Queen Isabella Causeway to South Padre Island, Texas

10K Causeway Run starts at 10:00 a.m. in Port Isabel & finishes across the Causeway on South Padre Island.

3 Mile Fitness Walk starts at 10:15 a.m. in Port Isabel & finishes across the Causeway on South Padre Island.

1-800-527-6102 or 956/943-2262

JANUARY 9, '10
Register Online (Regístrate en la red mundial)
www.portisabel.org

Port Isabel Economic Development Corporation

Awards Ceremony Venue provided by **LOUIE'S backyard** backyard dining & cocktails

Port Isabel / South Padre Press & Parade
First National Bank of South Padre Island
S.P.I. Convention Centre & Visitors Bureau



February 2010

TRI-CITY REGIONAL MEETING

On February 11, 2010, the City of Port Isabel hosted a “Tri-City” meeting that included the participation of the cities of South Padre Island, Laguna Vista and Los Fresnos in efforts to discuss and propose solutions to regional concerns.

KEEP SPI BEAUTIFUL WEBSITE

On February 12, 2010, the KSPIB committee purchased two website domains; KSPIB.com and KSPIB.org and started a Facebook page. City staff assisted with the setup of the page and created links to KSPIB.com and KSPIB.org from their Facebook page.

CITY STAFF MAKE GREEN IMPLEMENTATIONS

As of February 15, 2010, our City staff have implemented some new methods toward a greener City Hall. We have started the reduction of Styrofoam coffee cups and promoting the use of reusable coffee cups. The Police Department has ordered a new time-clock, which logs an employee’s time via the use of a fingerprint. This completely computerized paperless system will eliminate the continued use of time cards. We look forward to the implementation which will significantly reduce staff hours within the accounting department.

March 2010

CITY BEGINS FACEBOOK AND TWITTER ACCOUNTS

On March 5th, 2010, the City started a Facebook and Twitter account. Facebook & Twitter are not a passing fad and it is a proven tool that distributes information and encourages open communication. These two social media accounts will allow our City government to be transparent and provide citizens with open dialogue between staff and public. It’s our City’s progressive approach in understanding tomorrow’s citizens and voters.

COMPLAINT OF THE YEAR

On March 31, 2010, the City Manager was notified of an anonymous phone call from someone in Harlingen that had seen an SPI Public Works truck with a husband and wife in it. He stated that he didn’t think it was right for a **“husband and wife”** to be driving around together in a City vehicle. We offered to have him speak to a manager, however he refused. After further investigation the Public Works Administrative Assistant, Mary Ann Guillen confirmed that it was the Public Works Supervisor Ray Moya and Assistant City Manager Darla Jones who are working with local landscaping experts and nurseries on how to enhance the soil and select the correct plants to improve the appearance of our medians. Moral of the story.... always assume the best about our staff, have a sense of humor and when in doubt, check it out. Thus became Mr. & Mrs. Jones.

BAHIA GRANDE LIMPIENATO PARADE AND COASTAL CLEANUP



What's better than a parade? A parade with a limpienato afterwards, of course. On April 17th, 2010, the City staff participated in the 4th Annual Bahia Grande Limpienato (*Championship cleanup*) Parade that helps remove litter from coastal areas.

Registered Coastal cleanup volunteers joined in the post-parade ceremony that proceeded to their assigned cleanup site around the Bahia Grande, Port Isabel, South Padre Island and Highway 48.

The food sponsors, Sea Ranch, Pier 19 and Pirate's Landing provided lunch for all volunteers. As part of the audience development, these food sponsors also donated \$500 dollars worth of gift certificates to the participating volunteers.

ADOPT-A-BEACH

Volunteers participated in the Adopt-A-Beach Cleanup events on April 27th and September 25th, 2010. The Texas General Land Office sponsored the event twice a year (spring/fall) since 1988 in attempts to "sweep" the coast clean. The event takes place from Port Arthur to South Padre Island. Since that first event, the Adopt-A-Beach program has seen 390,000 volunteers that removed over 7,500 tons of trash from approximately 367 miles along the Texas coastline.



CITY'S HOSTS AN OPEN MEETINGS ACT TRAINING

On June 4, 2010, the City of South Padre Island coordinated the first Open Meetings Act Training Session and extended the invitation to all local municipalities within the Rio Grande Valley. Guest speakers from the Texas Attorney General's Office gave a 1/2 day workshop on the do's and don'ts regarding the rights of the public, defining and explaining the legal authority to hold executive sessions, notice requirements, emergency meetings, and record-keeping requirements. Over 100 attendees participated in this event that included City committee members, City employees, local municipal employees from other cities, and elected officials from the Rio Grande Valley.

May 2010

ISLAND VOTERS REJECT CAPITAL IMPROVEMENT BOND PACKAGE

On May 8, 2010, the City of South Padre Island held an election on four bond propositions that would fulfill capital projects guided by the City's Comprehensive Plan. Voters rejected all four bond projects that included the Padre and Gulf Boulevard Projects and the Fire Station Construction Project, and Land Acquisition for a Town Square and Community Center.

- Padre Boulevard
- Gulf Boulevard
- Fire Station
- Land Acquisition & Town Square

MAYOR AWARDS SOLIDER OF THE YEAR

On May 15, 2010, Mayor Robert N. Pinkerton Jr. presented a South Padre Island City Proclamation to Sergeant Sharrod Sloan from Ft. Hood, Texas as the honored "Solider of the Year" at La Quinta Inn Hotel and Suites.



MEMORIAL DAY EVENT

On May 31, 2010, the City of Port Isabel and South Padre Island welcomed guests at the Memorial

Day Ceremony at the Port Isabel Veterans Park Wall of Honor.

The Wreath for the Unknown Soldier was donated by the City of South Padre Island and presented by Mayor Robert N. Pinkerton Jr.



PREVENTATIVE MAINTENANCE OF CAUSEWAY

On June 3, 2010, City staff attended the pre-construction meeting with the Texas Department of Transportation to finalize the plans of the painting and cathodic protection project of the Queen Isabella Causeway. The 160 day project began in September 2010 and is scheduled to be completed by the end of February 2011. The project entails sandblasting and painting the steel structure with the use of a scaffolding type of support system and the closure of one lane (eastbound) at the bridge's entrance.



AEP COMMUNITY AFFAIRS MANAGER RETIRES

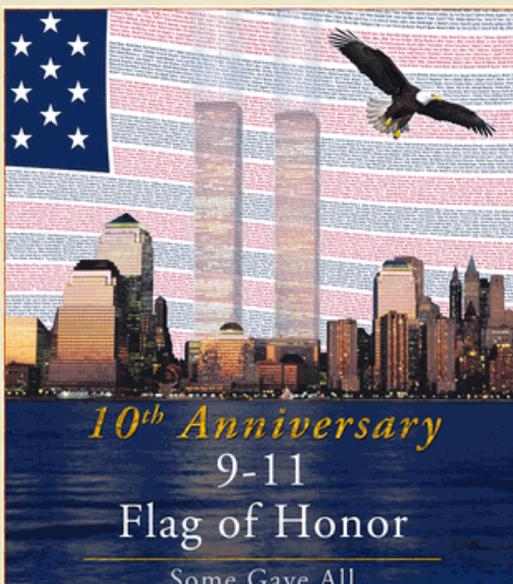
On June 3, 2010, American Electric & Power (AEP) announced the retirement of long-time Community Affairs Manager, Jerry Don Wilson. Mr. Wilson was replaced by Mr. Frank Espinoza.



July 2010

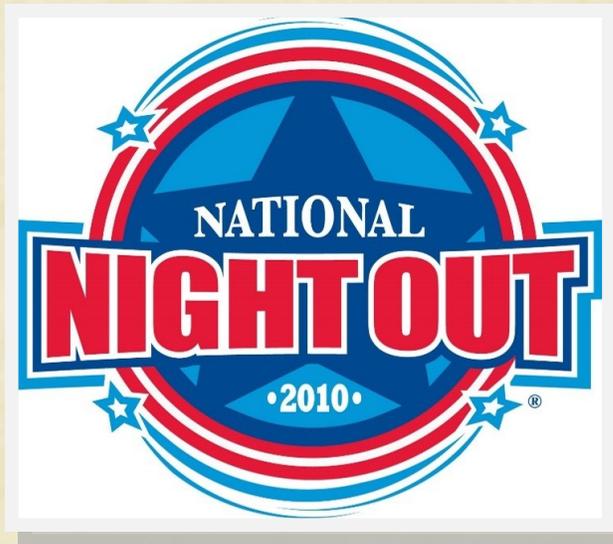
HONOR THE FLAG

On July 12, 2010, the City of South Padre Island hosted the “Flag of Honor” ceremony in front of the Blue Star Memorial located at the Municipal Complex. The Flag of Honor contains the names of all those who perished in the terrorist attacks that occurred on September 11th, and included the planes at the Pentagon and the World Trade Center. The flag presented at City Hall was flown over the World Trade Center site following the 9/11 attacks and has since traveled the globe to show support of America’s heroes in the Fire, Police and Armed Forces that sacrifice for their community.



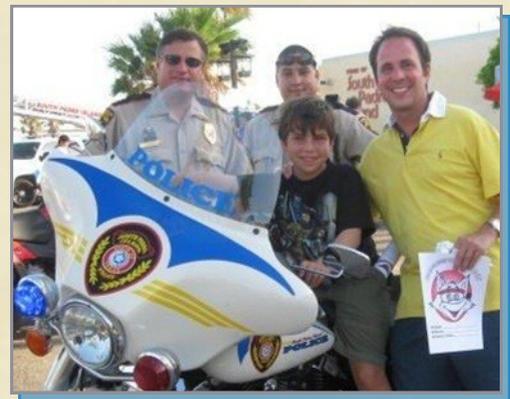
August 2010

SPECIAL EVENTS



CITY HOST FIRST ANNUAL NATIONAL NIGHT OUT EVENT

On August 3, 2010, the City's Police, Fire and Environmental Health Services hosted their First Annual National Night Out event. This event has been celebrated nationally over the past 27 years and has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer society. The event was well attended and the "rain area" set up by the Fire Department with the use of the ladder truck was a big hit with the kids. South Padre Island Police officers assisted the neighboring City of Laguna Vista and the City of Weslaco in promoting their first annual National Night Out event.



September 2010

LMWD QUARTERLY MEETINGS

On September 1, 2010, the City Management Team meets with the Laguna Madre Water District Officials in efforts to address the Island's asphalt repair concerns. Mr. Gavino Sotelo, Manager for the LMWD and his assistant Arturo Martinez were receptive to the suggestions and set dates to address street improvement on the City of South Padre Island.

SPI CERTIFICATE OF DEPOSIT (CD) QUOTE

On September 3, 2010, in review of the 90 day cash flow planning process, City Financial Officer Larry Homan decided to allow funds to remain in the operating account at +/-0.65. This was after consideration of proposed CD rates that Mr. Dick Long solicited from IBC at 6 months for 0.50%, Southside State Bank (Tyler) at 9 months for 0.60% and Southside State Bank (Tyler) at 12 months for 0.75%.



BUTTERFLY GARDEN DEDICATION STONE COMPLETED

On September 17, 2010, Mr. Pinkerton with Pinkerton Memorials delivered the newly engraved dedication Butterfly Garden Stone to South Padre Island. City staff made the cement slab and completed the groundwork for the final placement at the Butterfly Garden.

FISCAL YEAR END APPRECIATION PARTY

On September 24, 2010, Chief Burney Baskett coordinated the Fiscal Year End Appreciation breakfast for all City staff to participate in at the Windjammers Restaurant at the Isla Grand Hotel. Appreciation to all staff was expressed for their efforts in successfully meeting our fiscal year end goals.

COMMITTEES

APPRECIATION FOR OUR VOLUNTEERS

We would like to extend our appreciation to all our volunteers who have served on a Board, Committee, or Task Force to improve the City of South Padre Island.

- BAY AREA TASK FORCE IMPLEMENTATION
- BEACH AND DUNE TASK FORCE
- BOARD OF ADJUSTMENTS AND APPEALS (BUILDING)
- BOARD OF ADJUSTMENTS AND APPEALS (ZONING)
- BOARD OF ETHICS
- CAPITAL IMPROVEMENT PLAN COMMITTEE
- CONVENTION AND VISITORS AUTHORITY BOARD
- DEVELOPMENT AND PLAN REVIEW BOARD
- ECONOMIC DEVELOPMENT CORPORATION
- FOOD SERVICE BOARD OF APPEALS
- FORM BASED CODE
- HISTORICAL PRESERVATION COMMITTEE
- HOME RULE CHARTER COMMITTEE
- KEEP SOUTH PADRE ISLAND BEAUTIFUL
- PADRE BOULEVARD REVITALIZATION IMPLEMENTATION
- PLANNING AND ZONING COMMISSION
- SPECIAL EVENTS COMMITTEE
- WEBSITE TASK FORCE

THE ECONOMY



STATE OF THE ISLAND

On March 30, 2010, South Padre Island residents and business owners attended the SPRIT Group Meeting at La Quinta Inn and Suites to hear Mayor Robert N. Pinkerton Jr.'s annual message regarding the "STATE OF THE ISLAND ADDRESS." The Mayor referenced the various factors that contributed negatively to this fiscal years economy. Hurricane Dolly damaged a number of properties and condominiums which had a major impact on our ability to host visitors. Impacts of the National Economy were felt throughout the Rio Grande Valley with results of less discretionary travel. The Swine Flu impacted business within the RGV area as the illness scared people into avoiding crowds. The economy's negative impact is seen along on City's beach with fewer tourists due to the continuous violence along our Texas border and the challenges that nature brings the City (i.e. red tide, rainy weather, and tar balls.) The City staff are ingenious in adjusting their strategies to maintain our quality of life despite the economic challenges.



RED TIDE ARRIVES ON SOUTH PADRE ISLAND

On October 15th, 2009, traffic on the causeway and on Padre Boulevard appeared to be down over the weekend due to the arrival of the red tide along the Gulf Coast. The Red Tide lasted through mid-December and everyone was happy to be back on the beach.

ADMINISTRATIVE SERVICES



WENDI DELAGDO COMPLETED HER MASTER'S DEGREE

On May 7, 2010, Administrative Services Director, Wendi Delgado completed her Master's Degree of Science in Human Resource Management. City Manager Joni Clarke said *"Her accomplishment came from many*

personal sacrifices while maintaining a high professional standard and work product for the City of South Padre Island. Now with her experience and credentials, she will be a highly sought expert in the field of human resources."

TXDOT DRUG AND ALCOHOL AUDIT

On June 23, 2010, the Texas Department of Transportation conducted their annual audit of the Transportation Drug and Alcohol Program. The state's audit is comprehensive in nature, including a review of each agency's policies, procedures, and record-keeping.

The Federal Drug and Alcohol Testing Auditors sent the following message regarding the results:

"TXDOT must annually certify our sub-recipients' compliance with federal drug and alcohol regulations. The TxDOT report reflects that the City of South Padre Island has no deficiencies in your testing program.

On October 21, 2010, TxDOT staff contacted City Manager Clarke with their appreciation for City staff member Wendi Delgado, Administrative Services Director for her assistance with the random drug testing to complete their annual audit.



CITY OFFERS ON-LINE PAYMENT OPTION FOR MUNICIPAL COURT

The City of South Padre Island has added a program that will offer the public the option to pay their Municipal Court fines on-line via the internet. This is an alternative method of payment for those living outside the Rio Grande Valley. The City is working to complete staff training to have this option available by November 1, 2010 on the City's website.

CITY MANAGER'S OFFICE

MARLOWE AND COMPANY

The City is collaboratively working with Marlowe & Company on the FY 2011 Appropriations projects. On March 26, 2010, Marlowe & Company confirmed that U. S. Representative Solomon Ortiz had submitted the following projects to the Appropriations Committee for Federal Funding:



- Storm Water Improvement Project
- Solar Lighting Project
- Convention Centre Project
- Regional Sediment Management Project
- Police Technology Upgrades
- Transit System Expansion Project
- Emergency Operations Center Project

SOUTH PADRE ISLAND WELCOMES DARLA A. JONES AS THE NEW ASSISTANT CITY MANAGER



On March 8th, 2010, the City welcomed Darla A. Jones as their new Assistant City Manager. She comes to us from the City of La Feria where she served as the Assistant City Manager and the Director of Planning. She brings 20 years of experience and a vast knowledge of the Planning, Public Works and Code Enforcement arenas. City staff is looking forward to having her join the South Padre Island team.

CITY'S CAPITAL IMPROVEMENT PLAN

On March 26, 2010, Assistant City Manager Darla A. Jones was eager to begin her duties by undertaking the task of drafting the Capital Improvement Plan and proposing potential solutions to issues affecting South Padre Island. The City Council adopted the Capital Improvement Plan on September 13, 2010 that captured the City's long range goals for planning and budgetary purposes.

COASTAL RESOURCES

REGIONAL SEDIMENT MANAGEMENT PROJECT

In October 2009, Marlowe & Company was successful in securing funding for the South Padre Island Regional Sediment Management Project in the 2010 Fiscal Year Energy & Water Appropriations Bill in the amount of \$500,000 .

CITY'S DREDGING PROJECT OF THE BRAZOS SANTIAGO PASS

On February 4, 2010, the U.S. Army Corps of Engineers began installing sections of piping along the beaches to carry dredged sand material to the South Padre Island beaches. They began installing "ramp-like" structures as well as burying the pipe in some areas to allow the public to access the beach safely. The piping measured 30 inches in diameter and stretched along the four miles of beach within the city limits. Each section was between 500-700 feet long, which is longer than a football field. The project re-nourished our City beach with 140,000 cubic yards of sand. The dredge project was completed just prior to the beginning of Spring Break.

CITY'S EROSION RESPONSE PLAN

On April 9, 2010, the City of South Padre Island received the new rules from the Texas General Land Office regarding the implementation of an Erosion Response Plan. City staff worked with the Beach and Dune Task Force to comply with this new regulation. The good news is many of our policies already address some of the requirements and City staff received word from the GLO of a \$20,000 grant to help create our City's Erosion Response Plan.

SAND FENCING ON CITY BEACH

On April 23, 2010, the City's Coastal Resources Division installed 16 new sand fences at various locations along the City's beach. The installation stretched from La Quinta to Padre Grande. Sand fencing helps protect the sea oat plants on the dunes, helps restore the integrity of the coastline and promotes dune growth.



OFF-SHORE SAND SOURCE PROJECT

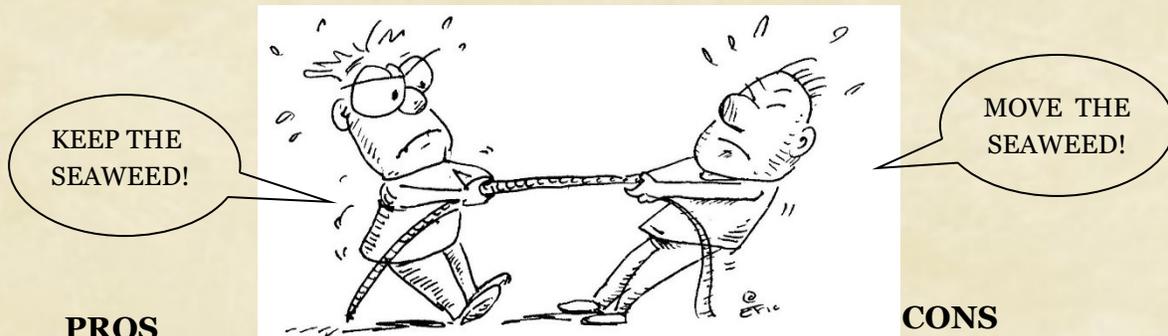
The Off-Shore Sand Source is an on-going City project on our most valuable resource. City staff continue to seek grants to help fund the estimated \$13 to \$15 million dollar project that will provide 650,000 to 850,000 cubic yards of sand. The sand will be distributed over a 2 mile stretch along the City's beach.



COASTAL RESOURCES

SARGASSUM (SEAWEED) ON CITY BEACH

The South Padre Island's Public Works Department continues to address the seaweed issue on our beaches. There are pros and cons to the sargassum (seaweed) effect to our City beach. While many environmentalists say leaving sargassum on the beach is best, they concede some level of clearing is necessary for tourism. That leaves us with the never-ending tug-of-war on the pros and cons of leaving seaweed on the beach.



PROS

- ⇒ Beaches return to natural cycle and may help address beach erosion as it allows dunes to grow vegetation and strengthen.
- ⇒ Keeps nutrients on the beach and adds bulk to the dune.

CONS

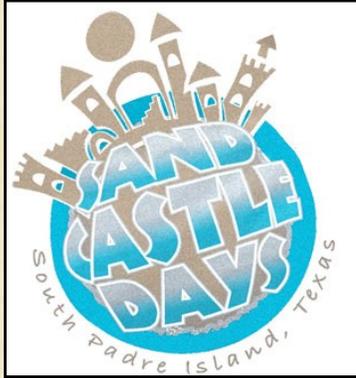
- ⇒ Seaweed is aesthetically unappealing, stinks, and has a negative impact on tourism, which can possibly be resolved with public education.
- ⇒ Seaweed dunes are unsightly and smell. Building out the dune line can lessen beach width, a problem in areas with high beach erosion.



MEASURES TAKEN TO ADDRESS THE CITY'S SEAWEED CONCERN

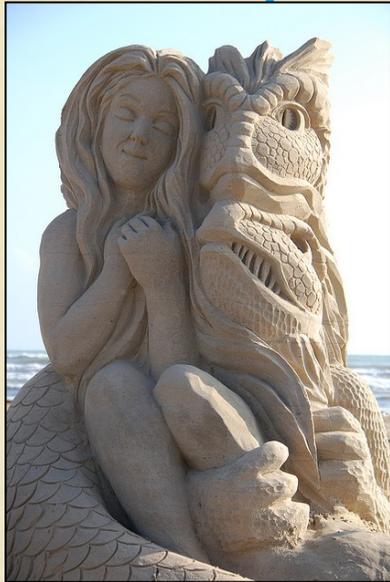
The Public Works Department rakes the beach periodically when there is a significant amount of seaweed on the beach. Sargassum (seaweed) is removed when it creates an obstruction to access our City's beach. Every effort is made to remove all non-natural material from the seaweed deposits before strategically relocating the seaweed to the toe of the dunes so that it may assist with building the dune line and help in the restoration of the dune.

CONVENTION CENTRE

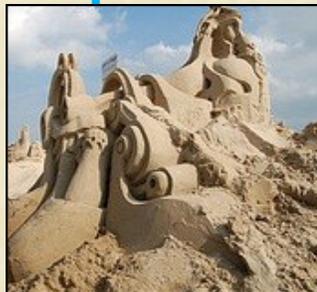


SAND CASTLE DAYS CELEBRATES THEIR 22nd ANNUAL EVENT

On October 15-18, 2009, amateur and professional sand sculptors from all over the world descended on South Padre Island to create beautiful works of art using natural elements of the beach.



The non-profit event showcased the artwork, an appreciation for the coastal environment, and donated to organizations helping to preserve it. The eight best sand sculptors, "*Masters of the Sand*" worked their magic in the Isla Blanca Park for three days on the shores of the beautiful Gulf of Mexico. The family festival has become one of the biggest and best international sand sculpture competitions in the United States.



CONVENTION CENTRE

CITY CELEBRATES ROAR BY THE SHORE & BIKEFEST EVENTS



On October 9-12, 2009, the South Padre Island Convention Centre hosted the Roar by the Shore Bikefest. The family friendly event was located at the Convention Centre that attracted approximately 25,000 motorcycle enthusiasts.

Some came for the Saturday evening biker parade that runs from Port Isabel to the Island's Convention Centre with sidewalks in both Cities lined with



HARLINGEN AIRPORT SHUTTLE TO SOUTH PADRE ISLAND



Beginning January 4, 2010, visitors arriving at the Valley International Airport had shuttle service to the Island. The Harlingen Airport Board and the South Padre Island Convention and Visitors Bureau collaborated with Logisticscorp of Dallas and VIA Aviation Director Michael Browning to provide the service. The three shuttles that seat 24 passengers and offer reclining seats, full-view windows, and an on-board video provides information about activities on the island.

SPRING BREAK

The City made preparations for the Island's Spring Break visitors from March 7th through March 23rd, 2010. The City hired additional staff to assist with the event within the Fire, Beach Patrol, Police, Public Works and Environmental Health departments. The Public Works staff installed fencing on vacant lots along Padre Boulevard to prohibit people from parking on them. The Environmental Health Department installed "No Glass on the Beach" signs along our City's beach and continuously monitored the trash concerns throughout the Island.

However, safety is the City's top priority and the SPI Fire, Beach Patrol and the Police Departments begin preparations well in advance to ensure a fun and safe environment for everyone.

The Travel Channel called Coca-Cola Beach on South Padre Island "The largest beach party on the planet." Rolling Stone said it's "the place to be during the day." Spring Breakers from across the U.S. have enjoyed visiting South Padre Island for the past 15 years.

EMERGENCY MANAGEMENT

EMERGENCY MANAGEMENT COORDINATOR FIRE CHIEF, BURNEY BASKETT



Wow! What a busy year for South Padre Island! Our City staff has gotten plenty of “hands-on” training this year due to Hurricane Alex, a tropical depression, and then tropical storm Hermine. Damages from all these storms were thankfully limited but staff did an excellent job of preparing for and recovering from them all. Documentation for Disaster Relief funds, as usual, was compiled quickly and thoroughly which allowed us to file claims quickly to insure rapid processing by the State. City staff will continue to “tweak” plans with each new event and we will incorporate new occurrences as lessons learned, as we move forward.

Jack Colley, Chief of Texas Division of Emergency Management



Jack Colley, 1948 - 2010

Jack Colley, head of the Department of Public Safety Texas Division of Emergency Management, died on May 16, 2010 at the age of 62, from a heart attack he suffered in early May.

“Jack Colley was a valuable member of the Texas Department of Public Safety and a national icon in the profession of Emergency Management,” said Steve McCraw, director of the DPS. “Jack was a great Texan, and our thoughts and prayers are with his family during this difficult time.”

At the state’s first-ever Texas Hurricane Conference in 2003, Colley summed up the philosophy that guided him during the many catastrophic events he oversaw on behalf of the State of Texas: “In disaster, the most important thing for you to know is that you are not alone.”

“We’ll remember a tremendous leader with enormous character.”

EMERGENCY MANAGEMENT

HURRICANE ALEX ON JULY 4TH

On June 28, 2010, South Padre Island Mayor Robert N. Pinkerton Jr. issued a voluntary evacuation for residents. Tropical Storm Alex quickly turned into a category 2 Hurricane with 105 mile winds that made landfall about 110 miles south of Brownsville on June 29, 2010. South Padre Island residents awoke to heavy rains that caused a loss of power and flooding of the Island and other communities within the Rio Grande Valley. South Padre Island began clean up efforts on July 1st in preparation for the July 4th weekend.



On June 30, 2010, a South Padre Island local kayaks down a flooded Padre Boulevard.

Locals felt Hurricane Alex effects days after the landfall with City staff working around the clock to address the flooding concerns on the island and clear debris from the beach for the 4th of July weekend visitors.



Police close the bridge access in Port Isabel in efforts to ensure public safety due to the high winds of tropical storm Hermine.

TROPICAL STORM HERMINE ON LABOR DAY

September 7, 2010, Tropical Storm Hermine's clouds stretched north into Oklahoma, Missouri, Arkansas, and south into northern Mexico. Tropical storm Hermine made landfall approximately 37 miles south of Brownsville. Hermine brought heavy rain on a region still recovering from Hurricane Alex's visit. Hermine was the 8th named storm of the Atlantic hurricane season that triggered flooding and tornadoes. Overall damage from the storm was estimated at \$700 million and killed 12 people in the business capital of Monterrey, Mexico.



Hermine swept through South Padre Island and caused minor damage to City property.

FIRE DEPARTMENT



Despite a busy year, the Fire Department continued to provide service to our citizens and guests. This past year, we have taken delivery of new apparatus, enhanced our EMS program, strengthened our working relationship with our neighboring cities, and begun exploring some regional initiatives such as “Strike Teams” to assist to large events in the Valley and State. We activated the AWOS weather site (finally) and with the help of City Staff and the General Land Office initiated the hugely popular and successful “Mobi-Chair” program. Our personnel attended many hours of training and have received numerous certifications at both the State and National levels that prepared them to operate more efficiently and to move forward in their career path. The Fire Department gives a little extra back by sponsoring the Thanksgiving Food Drive, Christmas Toy Drive, and supporting the Muscular Dystrophy Association.

BEACH PATROL

The Program has proven to be a success with no drownings on the City’s beach since the program began in 2008. Residents and visitors alike look forward to the program that begins annually in March and continues through the Labor Day weekend. The Beach Patrol pilot program increased to a full season in 2009 with over 100 swimmer assists and 15 rescues. There are 15 men and women who provide surf rescue, patrol, and ensure beach safety within the City of South Padre Island.



FIRE DEPARTMENT

CITY NEW LADDER TRUCK GETS CHRISTENED

On October 2, 2009, the Fire Department “Christened” the new ladder truck at 11:00 am in front of the Fire Station. Local print media and Channel 23 covered the event. The “Christening” keeps alive a 200 year old Fire Department tradition.



CITY'S FIRE DEPARTMENT OFFERS TRAINING TO THE COMMUNITY

On October 2, 2009, the City's Fire Department began their annual certification and re-certification training for First-Aid Automated External Defibrillator (AED) and the Cardio-Pulmonary Resuscitation (CPR) classes. Local residents and City staff took advantage of this free training and completed their certifications in November 2009.



CITY ANNUAL TOY DRIVE

The South Padre Island Fire and Police Departments help bring the Christmas Holiday to families in need with their annual toy drive and turkey dinner donations. On November 21, 2009, they began collecting unwrapped toys at the Fire Station and City Hall for children age 12 and under. This year, these departments offered 20 turkey baskets with all the trimmings to families in Laguna Vista, Laguna Heights and Port Isabel who would otherwise not have had a Christmas dinner. Local

schools and churches provided the departments a list of families who were not necessarily in need, but may have fallen on hard times. This was a successful season due to the generosity of our local residents and businesses.

FIRE DEPARTMENT



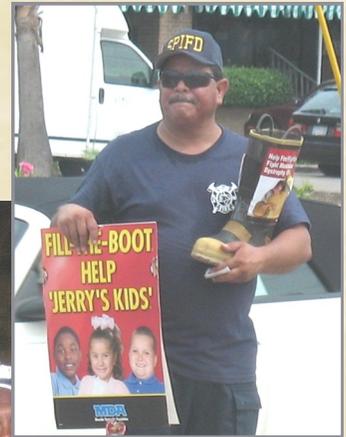
FILL THE BOOT FOR MDA

The three day event began on September 3, 2010, in which the City's Fire Department staff joined forces with firefighters within the RGV area to raise money for the Muscular Dystrophy Association.

Off-duty firefighters stood at various intersections along Padre Boulevard in efforts to raise money for this worthy campaign that helps local children and young adults living with this neuromuscular disease.

With the help of our local residents and tourists, our firefighters raised over \$7,050 that went toward the quest to overcome Muscular Dystrophy.

Fill-the-Boot drives are the primary means by which the International Association of Fire Fighters have raised over \$375 million for the MDA since 1954.



INSTALLATION OF ISLANDS "AWOS" AUTOMATIC WEATHER OBSERVATION STATION

The (FAA) Federal Aviation Administration and the (FCC) Federal Communications Commission conducted the final onsite inspection of the Automated Weather Observation Station at the Island's helipad in March 2010. The AWOS system allows meteorological observation for safe aviation during an emergency situation. This project was completed in December 2009, however due to cancellations and scheduling conflicts at the FAA, our final inspection & certification was delayed. Certification was finally obtained in September 2010.



FIRE DEPARTMENT



FALLEN FIREFIGHTER

On the morning of June 21, 2010, our City was saddened by the death of SPI Firefighter Oscar Eduardo Elizondo.



Fire Chief Burney Baskett stated that Elizondo had been with the department 4 1/2 months and was on probationary status. Despite the short time as a City employee, we all blessed in knowing him. A Fallen Firefighter Memorial Ceremony was held at his mass services at Our Lady of Good Counsel Catholic Church with a funeral cremation mass that followed at Sacred Park Crematorium.

CITY'S FIRE DEPARTMENT AND COAST GUARD JOIN FORCES



Our City's Fire Department and the Coast Guard Station on South Padre Island joined forces in May 2010 to implement the Work Exchange Program in efforts to introduce each other to the day-to-day responsibilities of each department. Fire Chief Burney Baskett stated that the biggest lesson of the Work Exchange Program is learning the limitations of each department. There were

three disparities identified during an emergency situations regarding shallow water rescues and the lack of not having a dive team. The closest deployable dive team come from Brownsville. The ongoing Work Exchange Program will begin annually in March and end in June to allow new crew transfers this new opportunity.

ENVIRONMENTAL HEALTH SERVICES

CITY'S FIRST RECYCLING AWARENESS EVENT

On November 14, 2009, the City collaborated with local vendors to hold a Recycling Awareness Event at the Island Baptist Church parking lot on Padre Blvd. The event was a success with the assistance of HEB, Allied Waste, Home Depot, AirTech, the Lions Club of Los Fresnos, Radio Shack, South Shore Automotive, Walmart, Boys and Girls Club of Laguna Madre, St. Stephens Food Pantry, Island Baptist Church, Sea Turtle Inc., our local Whataburger and the Chamber of Commerce. We collected over 780 lbs. of aluminum, 66 lbs. of copper, and 63 pairs of glasses that were donated to the Lions Club. We appreciate all participants who helped spread the message to REUSE, REDUCE and RECYCLE—together we make a difference.



KEEP SPI BEAUTIFUL

The Keep South Padre Island Beautiful Committee is an affiliate of Keep Texas Beautiful and Keep America Beautiful. Follow KSPIB via facebook.com in their efforts to educate and engage individuals and businesses to take responsibility to improve the community and environment to make the Island a clean, beautiful place to live, work and play.



PHONE BOOK RECYCLING

On April 16, 2010, phone books were recycled at the South Padre Island Chamber of Commerce through the Valley Proud Environmental Council. The South Padre Island Environmental Health Services Department participated by collecting phone books from all City offices and from special needs residents. A total of 616 phone books were collected for this recycling effort.



PLASTIC BAG REDUCTION PROGRAM

On May 17, 2010, the City held a workshop to discuss strategies to reduce the negative impact of plastic bags on our coastal environment. The City currently encourages the use of reusable bags rather than developing a regulatory ordinance. At the City Council Meeting of September 15, 2010, the City continued a proactive approach to the reduction of plastic bag use on South Padre Island by educating the public and giving local businesses plenty of time to convert from plastic to paper or cloth bags. The City is continually taking steps towards a greener way of life.



CERTIFICATE OF ACHIEVEMENT FOR EXCELLENCE IN FINANCIAL REPORTING

On November 9, 2009 the City of South Padre Island received the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada (GFOA) for its Comprehensive Annual Financial Report (CAFR). The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

Our appreciation for the Finance Department staff and Larry H. Homan, Chief Financial Officer for attaining this achievement.

2009-2010

On May 23, 2010, the City's finance department published their RFQ to CPA firms within the RGV area.



AUTOMATIC CLEARING HOUSE CREDIT TRANSFERS

On June 2th, the City Finance Department began paying vendors, contractors, and employees using the Automatic Clearing House (ACH) credit transfer, more commonly known as an electronic fund transfers (EFT). The Finance staff invited vendors, contractors, and employees to participate in the electronic payment option that also includes expense reimbursements.

CITY'S FINANCE DEPARTMENT HIRES ACCOUNT CYNTHIA ERICKSON

On June 28, 2010, the City of South Padre Island welcomed Mrs. Cynthia Erickson as the new Accountant within the Finance Department. Mrs. Erickson and her husband Bill moved to the area from the Piney Woods of East Texas near Hemphill and are now residing at Bayview.

Mrs. Erickson obtained her Certified Public Accounts credentials in 1983, and her diversified experience will be an enhancement to the existing finance team and to the City.



INFORMATION SERVICES

CITY WELCOMES NEW INFORMATION SERVICES DIRECTOR TIM HOWELL



The City of South Padre Island welcomed their new Information Services Director, Tim Howell on December 7, 2009. He has received numerous accolades including the 2009 National Pinnacle Award for “*Website Excellence*” for the City of Hutto. He has worked to redesign the Island’s website and the creation of the Website Task Force that started late January. His arrival was long awaited with new ideas to push the South Padre Island forward in technology. Howell stated, “*I look forward to the great opportunities and challenges ahead to improve operational efficiencies and connect with the Island community.*”

CITY’S GEOGRAPHIC INFORMATION SYSTEM

In December 2009, the City’s Public Works Department implemented a GIS application tool that allows staff to create interactive queries, analyze information, present aerial data for land surveying, public utility management, emergency management and urban planning.

WEBSITE TASK FORCE

The Website Task Force Committee was created to establish the specifications for the City’s new website. The committee held regular meetings and finalized the website content outline for the new Web design. E-Gov Strategies LLC has been contracted to design the City’s website which is scheduled to launch in January 2011.

PHONE ALLOWANCE FOR CITY EMPLOYEES

Effective June 4, 2010, City employees began receiving a phone allowance to keep in compliance with Federal Tax Law, and to reduce time spent managing the mobile phone services.

INCODE SOFTWARE UPDATE

On June 4, 2010, the City’s Municipal Court and the Finance Departments were upgraded to the Version 8 on the Incode software. The software is used for local government accounting, management, municipal court and public safety.

TOASTMASTERS

“The Islanders” is the City’s first official Toastmaster’s Club Charter. Howell began the initiative to provide a low-cost training opportunity that would help enhance staff’s communication, leadership and meeting management skills. “The Islanders”, a 29 member Toastmaster’s Club held their first meeting in August 2010.

INFORMATION SERVICES

COMMUNITY PHOTO CONTEST

On June 11, 2010, the Information Services Department hosted a community photo contest to obtain photos for our new City website. There were various categories that allowed the public to vote on their favorite photo. Winning photos will be displayed on the City's new website that is expected to launch by January 2011.

BUSINESS CARD CONTEST

On July 23, 2010, the Information Services Department initiated a business card contest so that City employees could share their spacing creative ideas for a new business card design that would help market the Island.

In September 2010, Sally Garza and Rosa Zapata were announced as the contest winners, with no surprise these two creative City employees work for our Convention Centre—Great Job!



NEW COMMUNICATION AND TECHNOLOGY SPECIALIST

On August 2, 2010, the Information Services Department welcomed Carlos Centeno as the new Communication and Technology Specialist. He will assist with some of the responsibilities of the Public Information Officer position as well as the City's video streaming service, City's newsletter, website updates, drafting press releases, training and minor technology support.

On August 6, 2010, Carlos established Facebook and Twitter pages for the City and will be working on implementing a City blog.



POLICE



The South Padre Island Police Department is committed to providing professional and effective police services to our citizens and visitors alike. The agency is comprised of: Administration, Records, Patrol, Motorcycle, K-9, Bicycle, Detective, Dispatch and Jail divisions. Our unified mission is to protect lives, safeguard property, all while enhancing the overall quality of life on the island. SPI-PD has 28 full-time commissioned police officers, 7 part-time officers, 7 dispatchers and 3 administrative assistants. The Police Department remains particularly proud of our low crime stats, thus making us a highly desired and safe city in which to reside.

EIGHT-LINER ORDINANCE

In December 2009, the Island's Police department successfully carried out the implementation of an amended City Ordinance to identify & prosecute illegally operated Amusement Redemption Machine (*eight-liner*) establishments within the City limits. The City Council Members amended the ordinance within the zoning regulations at the Council meeting on September 2, 2009.



POLICE



CITY WELCOMES NEW POLICE CHIEF "RANDY" SMITH

On January 11, 2010, the City welcomed Houston native William Randle Smith as the new Chief of Police. He brings 25 years of experience, serving twelve years as Chief of Police for Surfside Beach, Texas. Police Chief Randy Smith's service in a coastal community as an EMS Director, Marine Safety Officer, and Emergency Medical Responder are invaluable for the City.

SOUTH PADRE ISLAND POLICE OFFICER IS CALLED TO SERVE IN HAITI

On January 16, 2010, President Barack Obama ordered the Department of Defense to call upon Reservists to help with the relief effort in Haiti.

On January 24, 2010, Police Officer Juan Hernandez joined other US Army reservists called to duty in support of Operation Unified Response-Haiti. Police Officer Hernandez, a sergeant in the Army Reserve & Water Purification Specialist, was notified on January 20th that he and other soldiers from unit 812th Quartermaster Company in Harlingen would be deployed to Haiti to support in the relief effort. Hernandez said while leaving his family is difficult, this mission is important because of the massive humanitarian effort in Haiti.



K-9 DIVISION

On April 7, 2010, the City Council approved a service agreement to implement a K-9 Division within the Police Department. The K-9 Division costs were \$6,250 which covered the purchase of the canine, training, food, housing, collars, and veterinarian expenses. Police Chief Randy Smith said that the narcotics detecting canine would be utilized in traffic stops, complaints or at the officer's suspicion or discretion.



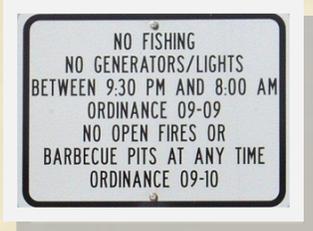
On April 30, 2010, a Labrador Retriever named "Ben" was welcomed as a new member of the South Padre Island Police Department. He is on the job and working alongside officers Mike Schiltz, who has prior K-9 handling experience from his military background. Two police units have been designated for canine use during work hours and after work, "Ben" will go home with one of the officers "because everybody needs time away from the office, even a dog," said Chief Randy Smith.

PUBLIC WORKS



RIGHT-OF-WAY ORDINANCE AMENDED

In October 2009, the City’s Public Works crews completed the installation of the “No Fishing, No Generators/Lights or Open Fires/ Bar-B-Q pits” signs as approved by the City Council at the Meeting of August 5, 2009. Amended Ordinance 09-09 prohibits activities between 9:30pm–8am at the west end of streets located in the low density residential areas and ordinance 09-10 prohibits open fires/ Bar-B-Q pits in the public right-of-way. The project cost was \$622.00 for the purchase of the customized street signs.



REHABILITATION OF NEWLY ANNEXED AREA ON PADRE BOULEVARD

On December 18, 2009, the City’s Public Works crew began the re-construction project of the south portion of Padre Boulevard, property annexed by the City in July 2008. The total project expenses were \$39,720.00 that included the re-paving (\$36,000) and the re-striping (\$3,720) of the roadway.

POLARIS BOAT RAMP IS OPEN



The long awaited Polaris boat ramp opened on December 29th, 2009. The \$26,742 project was completed on December 22, 2009 and City officials expressed their appreciation to the Project Engineer, Bob Fudge and Oden Construction for their timely completion of the project.

PUBLIC WORKS

TRAFFIC CALMING DEVICES

In January 2010, the City's Public Works crew completed the installation of the speed cushions to help reduce speeding and promote pedestrian safety. The project cost was \$7,290.00 for the speed cushion installation on Oleander, Dolphin and Marlin streets.



SPEED LIMIT REDUCED ON PADRE BOULEVARD

On March 3, 2010, the South Padre Island City Council passed an ordinance reducing the speed limit from 45 mph to 40 mph along Padre Boulevard. This decision came after more than two years of City Officials efforts and after their proposal to have the Texas Department of Transportation (TxDOT) perform a study in the north section of Padre Boulevard. Upon completion of the study, TxDOT announced that they had lowered the speed limit to 40 mph for a 1.5 mile section that begins at Whataburger northbound toward Kings Court on Padre Boulevard. The speed limit remains at 45 mph northbound of Kings Court to The Shores.



PARKING ORDINANCE AMENDED

On April 7, 2010, the City Council amended their Parking Ordinance. The amendment restricts parking on the east/west residential streets between Padre and Gulf Boulevard between the hours of 8am through 9pm during the months of March 1st through September 15th.

PARKING PERMITS

Residents displaying their hurricane re-entry sticker will be allowed to park in these areas. Guests may obtain a 30 day visitor parking permit at the South Padre Island Police Department by providing their rental contract of at least 30 days.



PUBLIC WORKS



FUEL TANK REMOVAL

On May 12, 2010, the Mid Valley Fuel Company began the removal of the City's fuel tank that contained over 1,100 gallons of unusable fuel. This two-day project was successfully completed on May 14th.



SURF CIRCLE DUNE WALKOVER

On May 28, 2010, the Surf Circle Dune Walkover was ready for public use. Willis Development completed the \$137,137.20 project within the deadline. City crews graded the sand on south side of the walkover to promote dune growth and future placement of volleyball nets.



CHANNEL MARKERS

On May 28, 2010, Oden Contracting was successful in completing the installation of the channel markers before the busy Memorial Day weekend on the Island.

LANDSCAPING PROJECTS



An Island Contractor was hired to trim over 2,000 Island palm trees on an annual basis.



Landscaping Improvements on Medians .



The Municipal Complex's landscaping was upgraded along with the installation of a concrete sidewalk at the old City Hall to improve aesthetics. The project cost was \$2,647.00.



POLICE PARKING BAY SHADE STRUCTURE

On June 23, 2010, Willis Development of South Padre Island completed the construction of the shade structure at the police parking area that was originally damaged during Hurricane Dolly. The \$37,443.53 project was completed within the expected deadline.



PUBLIC WORKS

STORM SEWER MAINTENANCE

The City signed an interlocal agreement for \$15,000 with Laguna Madre Water District to clear the City's problem storm drains, while the City's Public Works staff completes the storm sewer repairs along Laguna Boulevard at Capricorn, Mezquite, and Huisache.



BEACH ACCESS RESTRIPIING

On June 23, 2010, the City's Public Works crew completed the parking lot re-striping project for \$895.00 at the Good Hope Circle and Blue Water Circle beach accesses.

STREET AND SIDEWALK IMPROVEMENTS

- ◇ Installation of "No Parking" signs along Gulf Blvd.
- ◇ Installation of Street Speed Humps
- ◇ Gulf Blvd. re-striping and installation of reflective buttons
- ◇ Sidewalk repair at Capricorn/Laguna and Polaris/Laguna
- ◇ Installation of concrete valley gutters along E. Cora Lee St.

RIGHT-OF-WAY OBSTRUCTIONS

By May 7, 2010, Gilbert Garza began his new assignment as the ROW officer within the Public Works Department. He has received numerous accolades from the public on his initiative of clearing debris and right-of-way obstructions to keep South Padre Island beautiful.



WATER TOWER AND PARK IMPROVEMENTS



- ◇ Repairs at the Water Tower Park
- ◇ Repainted Turtles at Morningside Park
- ◇ Public seating and trash receptacles were installed at the "Dr. Joseph C. and Jeanne Lis Memorial Park." Our appreciation to the Lis family who donated this property, located on W. Esperanza Street to the City. The City then applied for a grant through the Go Texan Rural Community Program and received \$1,500.00 to help pay for improvements such as a sign, a bench, and a trash can.



TRANSIT & DEVELOPMENT



WAVE DRIVERS WIN AT THIRD ANNUAL RIO GRANDE VALLEY REGIONAL

On March 28, 2010, our Wave Drivers took four of the top five places at the 3rd Annual Rio Grande Valley Regional Bus Driving Competition in Weslaco. Driving tests were conducted that included driving safety, bus maintenance, loading and unloading a wheelchair in a safe and timely manner.

Congratulations to: 1st Place Kerry McMillan
 3rd Place Juan Delgadillo
 4th Place Oscar Torres

NEW WAVE OFFICES

On April 16th, the remodeling of the EMS office at the old fire house was completed. The contractor did a wonderful job in the space conversion for new office spaces. The City's IS Department installed the communication lines and equipment. Wave Administrative staff were happy in their move to the new office space.

WAVE STOPS ON PADRE BOULEVARD



On April 16, 2010, the installation of eleven bus shelters along Padre Boulevard was completed. These shade structures will benefit our Wave Transit passengers that can average at 27,083 on a monthly basis.

CITY'S FORM BASED CODE

On Tuesday, April 27th, the FBC Commission and the City of South Padre Island's Padre Boulevard Implementation Committee held a joint workshop with the Gateway Planning Group. Gateway staff presented preliminary findings regarding economic development, street and urban design. Gateway and the committees agreed to hold urban design workshops beginning on June 9, 2010 thru June 16, 2010 at the City Council Chambers. Additional information was provided to the public regarding the Form Based Code project at www.padreboulevard.com.

The Gateway Planning Group, Council Member Alita Bagley, Assistant City Manager Darla A. Jones, and Transit and Development Director Rick Vasquez met with TxDOT to create a context sensitive solution for the design of Padre Boulevard. TxDOT officials expressed appreciation for being invited to participate with the City in the reinvention of Padre Boulevard.



Jo Ann Evans
MAYOR PRO-TEM
PLACE 1



Robert N. Pinkerton Jr.
MAYOR



Paul Y. Cunningham
CITY ATTORNEY



Courtney Hayden
PLACE 2



Alita Bagley
PLACE 5



Sam A. Listi
PLACE 3



Rick R. Ridolfi
PLACE 4