



City of Corpus Christi

1201 Leopard Street
Corpus Christi, TX 78401
cctexas.com

Meeting Minutes - Final

Island Strategic Action Committee

Tuesday, March 4, 2025

5:30 PM

City Hall 6th Floor Conference Room
1201 Leopard St. Corpus Christi, TX 78401

The City of Corpus Christi promotes participation regardless of race, color, national origin, sex, age, religion, disability or political belief. Reasonable accommodation is provided upon request and in accordance with the Americans with Disabilities Act. For assistance or to request a reasonable accommodation, contact (361) 826-3300 at least 48 hours in advance. Upon request, this information can be available in larger print and/or in electronic format.

A. Call To Order

B. Roll Call

Chair Charles Duffley was absent.

Present: 12 - Meagan Furey, Robert Corbett, Roy Coons, Cheryl Segrest, Terry A. Palmer, Marvin Jones, Robert Pruski, Craig Thompson, William Hibbs, Alan Guggenheim, Kamran Zarghouni, and R. Bryan Gulley

C. Public Comment

No public comment.

D. Approval of Minutes and Action on Absences

This was passed.

1. [25-0334](#) ISAC Minutes for the February 4, 2025 Meeting

Attachments: [ISAC Meeting Minutes UNAPPROVED 2.4.25](#)

G. Unfinished Business

2. 22-0397 Ex-Officio Member Updates

Attachments: VCC CEO Update Letter

Parks & Recreation Advisory Committee (Jay Gardner)
Looked over Commodores Park Master Plan, encouraged the city to move forward,
Parks looking at waterlines being taken out to Billish, Briscoe King Pavilion discussion,
recommendation to support the ISAC resolution for skatepark on the island, would like to

leave it in the Commodores Plan and then move forward with the Billish resolution, whichever gets us there faster.

Nueces County (Dr. Bryan Gulley)

Big news is Briscoe King Pavilion, \$5.9 million from the TIRZ total for the project, looking to get it started right away 6 months of planning and then 12-14 months to build, wants to reserve for ISAC in the future, pier will be ready soon, Callen Marine is running on time, restaurant a little behind but not far, should be ready to go within a year or less than, had a \$3 million dollar plan to extend the boardwalk, set on large pilings for folks to walk on, money from the GLO, looking at the erosion problem with the living shoreline.

Visit Corpus Christi (Meredith Darden, submitted via email)

Spring Break Forecast & Preparedness – Key Takeaways

Increased Destination Marketing Efforts Align with Shorter Booking Windows

1. While occupancy on the books (OTB) is currently pacing behind last year, traveler sentiment data shows more visitors are booking closer to their travel dates, within as little as one week of departure., meaning there is still time to influence last-minute decision-makers.

2. Our data suggests March 14-22, 2025, will see the highest visitor activity, with an expected two-part peak around March 14-15 (weekend arrivals) and March 21-22 (extended family vacations and late-season travel). Last-minute bookings will be key to closing midweek occupancy gaps.

Increased Last-Minute Bookings Expected

1. While many travelers are booking within as little as one to two weeks of departure, we're starting to see the booking window close to shorter than 1 week – with many travelers deciding within a couple of days to determine weather conditions.

2. Weekend occupancy (Fridays & Saturdays) remains strong, reinforcing the potential for last-minute drive-market travelers to fill midweek gaps.

3. We are utilizing targeted digital campaigns, and real-time deals will help convert undecided travelers into Corpus Christi visitors.

Favorable Weather Strengthens the Value Proposition

1. Current forecasts for 78418 indicate mild temperatures and low precipitation risk for early March, reinforcing Corpus Christi as an ideal Spring Break getaway.

Destination Readiness Efforts Are in Place

1. Visit Corpus Christi's Spring Break Readiness Campaign is reinforcing visitor safety, beach cleanliness, and enhanced visitor information access, ensuring an optimal experience.

2. Our partnerships with local businesses, law enforcement, and hospitality partners ensure a seamless experience for both planned and last-minute visitors.

3. **24-0896** Beach Updates

Darren Gurley, Gulf Beach and Natural Resources Superintendent, Parks & Recreation Dept.

Hauled about 21,000 tons of sand from the pile on Zahn to the Seawall, made it through the Barefoot Mardi Gras parade, parade went off without a hitch, had a good turnout,

getting ready for spring break, trash cans and restrooms out, getting ready for the weekend, still moving sand.

4. 24-0897 Parks Updates

Sergio Gonzalez, Assistant Director, Parks & Recreation Dept.

Just a few updates, wanted to thank Darren Gurley, Stan Hulse, and Dan Suckley for all of their hard work for Barefoot Mardi Gras, only issues were the highway barricades that were oversized, fixed pretty quickly, great showing with staff and beach rescue in attendance. Director of Parks Robert Dodd and Sergio went to TRAPS recently to meet with other Parks departments and vendors, actually looking at samples for lighting for trails, lots of great ideas. The conference will be in Corpus Christi next year, expecting around 2,000 visitors, they're already excited to go to the beach (next February), lifeguards (10) on staff all week for Spring Break.

5. 25-0150 Island Area Development Plan (ADP) Subcommittee Updates

Updates provided by Craig Thompson, Chair of ADP Subcommittee

Had some good meetings, included JJ Hart and Jay Gardner as subject matter experts, projects assessed from ADP project list as well as TIRZ projects, created one large spreadsheet, broken down by category for review.

Looking at the financial capabilities of the TIRZ prior to recommending projects. Also working to identify the funding options like CIP, Bond, etc. Mobility Plan is a high priority. Suggestion to look at grants for funding certain projects once the subcommittee has been able to dig into them.

Discussion about Whitecap Effluent Water Reuse, proposal to expand the scope to other areas like Billish Park and other public areas in need of irrigation. The project is fully funded currently, expansion would need additional funding. (was there any funding leftover from this project?) Looking at taking it up through Commodores and Billish as well. Also looking at pulling that under PR 22 to bring water to the other side.

See list of recommended priorities in presentation.

6. [25-0335](#) Island Drainage Resolution - Staff Response

Attachments: [ISAC Drainage Resolution Handout 3.4.25](#)

Item tabled to April meeting while staff meets with subcommittee to review language.

H. New Business for Discussion and Possible Action

7. [25-0153](#) FY25 Budget Priorities Discussion

Question about items that are funded and ongoing – should they be under consideration? Definitely want to get some cost estimates for review, would like to see what funding has

been allocated to which projects.

Heather Hurlbert, Assistant City Manager – right now based on the projects we have committed to plus the annual expenses, we don't have a ton of capacity in the TIRZ #2 so we need to prioritize the projects so as we move forward, we know which to move forward with.

Need what was expended on the effluent line to gauge if any money is leftover. Also need more information on the Paper Streets projects (Sand Dollar currently in design).

Discussion of Bond 2026 – have not run the numbers on the potential Bond program, parks the most popular, streets scheduled out but can be included, anything with utilities can be checked against Utility Department CIP/10-year plan (or CCW). There are a lot of projects that are already slotted within their 10-year plan.

Grants – importance of community buy-in, makes the application more competitive, perhaps utilize the Mobility Plan to leverage construction grants?

Remove (slide 9) Whitecap Wastewater Treatment Plant Odor Control & Bulkhead Improvements (complete!)

Question about money from older Bonds that could be used on the island, but bond money must be used within 3 years, not allowed, city tries to spend down the funding in entirety.

TPWD Grant for boat ramps? Priority on list could utilize Packery Channel money already being set aside.

Type B Question – used for commercial and industrial streets, can we use Type B money for Paper Streets? Eligible, also projects for coastal resiliency included.

Marvin Jones – question about the total amount of debt that the city has, we have it on our website under Financial Transparency.

I. Future Agenda Items

Island Drainage Resolution - Finalize
FY 26 Budget Recommendations - Finalize

J. Adjournment

Meeting adjourned at 6:45pm