

## A LETTER FROM THE CHAMBER PRESIDENT:

This month the Laguna Madre area will welcome tens of thousands of Spring Break students. We'll also be saying goodbye to many of the Winter Texans who have been our guests for the past few months.

The Chamber office is busy preparing for our annual Awards Banquet. We encourage all of our members to attend as we honor the many individuals and businesses who have contributed so much to our success. The date, time and location of the event will be announced in the near future.

We will also begin advertising sales for our 2009-2010 Visitors' Guide, which has proven to be a tremendous success. We hope you will continue to support this project.

As always, we encourage you to contact our office with any suggestions or questions you might have about the services we provide to our membership. We look forward to hearing from you!

Sincerely,  
Betty Wells, President

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*Betty Wells*  
President Port Isabel Chamber of Commerce

## CHAMBER TO PARTICIPATE IN TRADE/TRAVEL SHOWS

The Port Isabel Marketing Committee has announced that Port Isabel will participate in several upcoming trade and travel shows.

The area was represented at the recent All Valley Boat Show through the generosity of the White Sands Motel, Marina & Restaurant and will have a presence when the White Sands attends the Houston Boat Show this weekend. Additional shows are also being considered.

In a cooperative effort with the City of Port Isabel, Port Isabel Economic Development Corporation, Museums of Port Isabel and the Port Isabel Chamber of Commerce, a nine foot trade show display has been purchased and will serve as the backdrop for future shows. In addition, 50,000 color rack cards have been ordered for the group to broaden the area's marketing reach.

"We are extremely excited about venturing into the trade show area," said marketing committee chairman Pat Marchan. "Given the nation's current economic condition, it is more important than ever that we reach out and spread the message of Port Isabel."

The marketing committee is also planning a joint fam tour for outdoor writers in early May with the Texas International Fishing Tournament. Select outdoor writers will be invited to a free weekend of fishing and entertainment with the focus on family fishing fun.

## PLAY MONEY AUCTION DEEMED A SUCCESS

More than \$65,000 in "play money" was spent at the second annual Play Money Auction, sponsored by the Port Isabel Merchants Committee.

According to event chairman Glenda Stafford,

more than 146 registered bidders and just as many guests gathered at the Port Isabel Community Center Feb. 27th to bid on merchandise donated by the more than 20 businesses who participated in the four month customer appreciation campaign. Bidders redeemed their receipts from participating businesses and used their play money to bid on a variety of items last Friday.

Stafford said the event was a success overall and that the committee is already exploring ways to make it even bigger and better next year. One of the highlights of the auction was the new "live" bidding under the direction of auctioneer Shane Wilson. "It was a lot of fun and added a lot of excitement to the event", said Stafford.

Businesses who would like to participate in 2010 are encouraged to contact Stafford at 943-4270 or attend meetings of the Port Isabel Merchants Committee, which are scheduled the second and fourth Wednesdays of the months at area restaurants.

## VISITORS GUIDE SALES TO BEGIN IN APRIL

Advertising sales for the Port Isabel Chamber of Commerce's 2009-2010 Visitors Guide will begin April 1st, according to Chamber President Betty Wells.

Now entering its third year

of publication, Chamber officials plans to print 30,000 copies and commit one-third of the total guides for local distribution. "We hope to attract visitors to the area and capture those who are already in our communities," said President Betty Wells. "The only way we can effectively accomplish this is to print more guides."

Chamber businesses will soon receive rate information in the mail and are encouraged to respond as soon as possible to meet the May 15th deadline for advertising commitments. For more information, please contact Betty Wells at the Chamber office at 943-2262.

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## MARCH COMMUNITY & CHAMBER CALENDAR OF EVENTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1-PI Antique & Flea Market (Beulah Lee Park) 9a-4p	2-PIEDC Special Meeting 5:30p	3	4-PICCC Board Meeting (White Sands) 8:30a	5-Comprehensive Planning Committee 5:30p	6-All Chamber Member Meeting (Pirates Landing) 8:30a	7-Veteran's Park Walls of Honor Ground Breaking 10a White Elephant Sale (Fire Hall)
8	9-Financial Investment Advisor Meeting 12p Joint City Commission Meeting Economic Development Community Center Committee 5:30p Texas Park & Wild Live 7p	10-Merchants Committee Meeting (Papa's Restaurant) 8:30a Public Improvement District Public Hearing 5:30/7p City Commission Meeting (City Hall) 7p	11-Merchants Meeting (Location TBA) 8:30a Parks & Recreation 5:30p	12-Census Bureau 9a-4p Beautification Committee Meeting (City Hall) 5p	13	14
15	16-Special Planning & Zoning Committee Meeting 6p	17-Community Center Meeting 6p	18-Economic Development Meeting 6p Ambassador's Meeting (Treasures Museum) 8:30a	19-Harbor Committee Meeting (TBA)	20	21
22	23-Commissioners/Community Center/EDC Committee Joint Meeting 5:30p	24-Merchants Meeting (Papa's Restaurant) 8:30a City Commission Meeting (City Hall) 7p	25-Planning & Zoning 6p	26-Comprehensive Planning Meeting 5:30p Museums' Telling Our Stories Program 7p (Treasures of the Gulf Museum)	27	28
29	30	31				

~ **PORT ISABEL** ~  
**Chamber of Commerce**

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