



# MEMO

**TO:** Honorable Mayor and City Council

**FROM:** John Lairsen, CVB Advisory Board Chair

**DATE:** January 20, 2021

**RE:** Request for Changes to CVB Advisory Board Composition revised

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Requests were received from local travel industry partners to add arts, culture, events and additional hotel representation on the Convention and Visitor Bureau Advisory Board. The CVB Advisory Board held discussion during the July board meeting and gave direction to staff. Taking the recommendations and suggestions discussed from the July meeting, staff prepared a draft which was discussed, modified and voted upon during the September Advisory Board meeting.

During the January 20, 2021, discussion was held regarding council's December 1, 2020 request to add a position representing the protection of the river and natural areas from use.

The following is the recommendation from the CVB advisory board for City Council consideration:

**A. Voting Members**

- Remove (-1) the City Parks and Recreation staff representative (convert to a non-voting member)
- Remove (-1) one of two City Council representatives (one position currently vacant – Dr. Joca Marquez)
- Add one (+1) member to represent art and culture entities in the city
- Add one (+1) member to represent an impactful annual or ongoing event in the city
- Add one (+1) member to represent river/natural area preservationist

**B. Non-Voting Ex-Officio Members**

The advisory board recommends to keep the total number of non-voting board members to five members with the following changes:

- Add one (+1) member to represent City Parks and Recreation staff
- Remove (-1) the one Centro Cultural Hispano de San Marcos representative (convert to a voting member (art/culture)

**C. In addition to the recommendations, staff would like to edit language of title changes, organization name changes and continuity of language used with the ordinance.**

Thank you for your consideration.