



Legislation Details (With Text)

**File #:** ID#20-789    **Version:** 1    **Name:**  
**Type:** Discussion Item    **Status:** Individual Consideration  
**File created:** 11/11/2020    **In control:** City Council  
**On agenda:** 12/2/2020    **Final action:**  
**Title:** Hold discussion on Convention and Visitor Bureau Board Recommendation Resolution 2020-003RR regarding the revision of the composition of representation to the Board, and provide direction to Staff.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. CVB\_Resolution\_BoardComposition\_final\_signed, 2. CVB\_Amending Ordinance 2020-0001rvsd

Date	Ver.	Action By	Action	Result
12/2/2020	1	City Council		

**AGENDA CAPTION:**

Hold discussion on Convention and Visitor Bureau Board Recommendation Resolution 2020-003RR regarding the revision of the composition of representation to the Board, and provide direction to Staff.

**Meeting date:** December 2, 2020

**Department:** Convention and Visitor Bureau

**Amount & Source of Funding**

**Funds Required:** n/a

**Account Number:** Click or tap here to enter text.

**Funds Available:** Click or tap here to enter text.

**Account Name:** Click or tap here to enter text.

**Fiscal Note:**

**Prior Council Action:** Click or tap here to enter text.

**City Council Strategic Initiative:** [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

**Comprehensive Plan Element (s):** [Please select the Plan element(s) and Goal # from dropdown menu below]

- Economic Development - Choose an item.
- Environment & Resource Protection - Choose an item.
- Land Use - Choose an item.
- Neighborhoods & Housing - Choose an item.
- Parks, Public Spaces & Facilities - Choose an item.
- Transportation - Choose an item.
- Core Services
- Not Applicable

**Master Plan:** *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

**Background Information:**

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 offered direction to staff. Taking the recommendations and suggestions discussed during the July meeting, staff prepared a draft which was discussed, modified and voted upon during the September Advisory Board meeting.

**Council Committee, Board/Commission Action:**

Recommendation from the CVB advisory board for City Council consideration:

A. Voting Members

Keep the total number of voting board members to a manageable quantity of fourteen with the following recommendations:

- 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 annual or ongoing event in the city impacting the hotel and travel industry

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.

**Alternatives:**

Click or tap here to enter text.

**Recommendation:**

Click or tap here to enter text.