



## Legislation Text

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**File #:** ID#20-672, **Version:** 1

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**AGENDA CAPTION:**

Hold discussion on San Marcos Convention and Visitor Bureau Board Recommendation Resolution proposing to the City Council that the Second Saturday of May and October be recognized as World Migratory Bird Days; and provide direction to staff.

**Meeting date:** October 20, 2020

**Department:** Convention and Visitor Bureau

**Amount & Source of Funding**

**Funds Required:** 570.00

**Account Number:** 12024224.52620

**Funds Available:** yes

**Account Name:** Marketing

**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:**

Jo Ellen Korthals reached out to CVB staff to inquire of interest in becoming Bird City Texas certified, a program of Audubon Texas and Texas Parks and Wildlife Department. Bird City Texas recognizes and encourages effective and impactful native bird conservation where people live, work, and recreate. From urban centers to rural towns, each community can provide important habitat for birds, and certified communities will receive recognition and community benefits as a result of these efforts. A certification requirement is for a council resolution in support of World Migratory Bird Day.

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

**Convention and Visitor Bureau Advisory Board voted to support the recommended resolution from council. (Attachment: Resolution)**

**Alternatives:**

Click or tap here to enter text.

**Recommendation:**

The San Marcos Convention and Visitor Bureau has recommended that the City Council recognize World Migratory Bird Day and authorize staff to support the Bird City Texas application to Texas Park & Wildlife, and if approved, submit the designation fee to certify San Marcos as a "Bird City Texas," which will continue to enhance the City's reputation for leadership in protecting its natural environment including bird habitats, as well as recognize the interests of many citizens in bird conservation.