



Legislation Text

File #: Res. 2020-242R, **Version:** 1

AGENDA CAPTION:

Consider approval of Resolution 2020-242R, expressing support of the Convention and Visitor Bureau Board recommendation resolution of the City Council of San Marcos, Texas, designating World Migratory Bird Days to be observed on the second Saturday of May and the second Saturday of October; supporting an application by the city to the Texas Parks and Wildlife Department and Audubon Texas for certification in the "Bird City Texas" program; and declaring an effective date.

Meeting date: November 4, 2020

Department: [Click or tap here to enter text.](#)

Amount & Source of Funding

Funds Required: 570.00

Account Number: 12024224.52620

Funds Available: yes

Account Name: Marketing

Fiscal Note:

Prior Council Action: Discussion and consideration of the recommended resolution - October 20, 2020 agenda item.

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 Korthals approached 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.

Council Committee, Board/Commission Action:

Convention and Visitor Bureau Advisory Board voted to support the recommended resolution from council.

Alternatives:

Click or tap here to enter text.

Recommendation:

The San Marcos Convention and Visitor Bureau Advisory Board recommends for the City Council to recognize World Migratory Bird Day and authorize staff to support the Bird City Texas application to Texas Park & Wildlife. 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.