



## Legislation Text

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**File #:** Ord. 2021-12, **Version:** 1

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### **AGENDA CAPTION:**

Consider approval of Ordinance 2021-12, on the first of two readings, amending section 2.351 of the San Marcos City Code relating to the composition of the Convention and Visitor Bureau Advisory Board; including updating language of representative titles; and providing an effective date.

**Meeting date:** February 24, 2021

**Department:** Convention and Visitor Bureau

### **Amount & Source of Funding**

**Funds Required:** None.

**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:** Resolution consideration during November

**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:**

CVB Advisory Board presented a resolution to council during the December 1, 2020 council meeting requesting changes to the CVB Advisory Board composition. Council consensus was to move forward with the suggested changes and to consider adding a river/natural areas preservationist.

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

**Recommendation resolution submitted by the CVB Advisory Board.**

**Alternatives:**

Click or tap here to enter text.

**Recommendation:**

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.