



## Text File

File Number: 18-0643

**Agenda Date:** 10/23/2018

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**Status:** Consent Agenda

**In Control:** City Council

**File Type:** Agenda Item

**Agenda Number:** 9I.

### Title

Consider and take action on Ordinance 2018-34 repealing Ordinance 2011-31 and creating the Convention and Visitors Bureau Advisory Board and replacing the Hotel Occupancy Tax (HOT) Advisory Board - Second Reading (Director of Communications & Media Relations)

Council approved first reading 7-0-0, with 1 absent on October 9, 2018.

### ..Background:

Approval of Ordinance 2018-34 will repeal Ordinance 2011-31 of the Code of Ordinances of the City of League City and create the Convention and Visitors Bureau Advisory Board. This will replace the Hotel Occupancy Tax (HOT) Advisory Board, designating its membership, and defining its powers and duties.

### Project Summary:

Revise and broaden the scope of oversight to promote and enhance tourism in the convention and hotel industry in League City to include recommendations in the development of strategic plans, development of guidelines and evaluation of proposals for the awarding of funds to promote tourism and provide a report to City Council on its program on an annual basis.

Increase the number of Board members from seven (7) to nine (9) by adding an additional hotelier and business representative to the Board thus enabling the opportunity to add hotel representatives from all levels of services and to include potential business representatives from restaurants, retail, and sports organizations to name a few.

Remove the City Manager Designee as a voting member of the Board and designate as an ex-officio member in charge of administrative services to the Board.

Add City Council Liaison, Director of Communications, League City Regional Chamber of Commerce representative, and Bay Area Houston Convention & Visitors Bureau representative as ex-officio (non-voting) members.

Establish term limits and quorum requirements.

This ordinance amendment was presented and approved by the Hotel Occupancy Tax Advisory Board by a vote of 7-0-0, with 1 absent. The amended ordinance will align the name of the HOT Advisory Board, as well as the powers and duties, with the League City Convention & Visitors Bureau. The ordinance amendment will also allow for continuity on the Board by adding staggered terms for members, and a broader range of input from stakeholders community-wide with the addition of both voting and non-voting board members.

Council approved first ready by 7-0-0, with 1 absent on October 9, 2018.

### Attachments:

Data Sheet

Ordinance 2018-34  
Ordinance 2011-31

FUNDING  
{X} NOT APPLICABLE

STRATEGIC PLANNING  
{ X} NOT APPLICABLE