



City of League City, TX

300 West Walker
League City TX 77573

Text File

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Title

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

..Background:

Approval of this ordinance 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. The amended ordinance will align the name, powers, and duties of the HOT Advisory Board with the League City Convention & Visitors Bureau. The proposed amendment will provide continuity on the Board by adding staggered terms and the addition of both voting and non-voting members on the board will allow for a broader range of input from stakeholders within the community.

Attachments:

1. Data Sheet
2. Proposed Ordinance
3. Ordinance 2011-31

FUNDING

{ X } NOT APPLICABLE

STRATEGIC PLANNING

{ X } NOT APPLICABLE