

**Title 2 – Boards and Commissions**  
**Chapter 11 – Convention and Visitors Board**

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**2-3-1 Creation.** The Convention and Visitors Board is hereby created.

**2-3-2 Number of Members.** The Convention and Visitors Board shall consist of seven (7) gender balanced members. Members shall not hold elected positions on the Muscatine City Council or the Muscatine County Board of Supervisors.

**2-3-3 Appointment.**

- A. The Mayor, with approval of the City Council, shall appoint the board members.
- B. Members shall include the following: five (5) at-large members; one (1) member representing the Greater Muscatine Chamber of Commerce and Industry; and one (1) member representing travel and tourism in Muscatine County. The at-large members may include individuals representing attractions or events; lodging; businesses in the restaurant or retail sector; or those with an interest in promoting travel and tourism.

**2-3-4 Term Duration and Limits.**

- A. **Duration.** The Convention and Visitors Board shall consist of seven (7) members. The term of office of such members shall commence with their appointment and shall be for three (3) years, except to fill vacancies provided, however, that appointments to the first Board shall be three (3) members for one (1) year, three (3) members for two (2) years and one (1) member for three (3) years. Each term shall commence on the first day of July. All members of the Convention and Visitors Board shall remain on the Board until their successors are appointed.
- B. **Limits.** No individual shall serve more than two (2) full consecutive terms on the Convention and Visitors Board.

**2-3-5 Removal - Vacancies.** The Council may, at any time, remove any member of the Board after showing due cause, and the Mayor, with the consent of the Council, shall fill the vacancies occurring on the Board by removal or otherwise.

**2-3-6 Residency Requirements.** Each member of the Convention and Visitors Board shall be a resident of the City of Muscatine, except for the Board member representing travel and tourism in Muscatine County, who shall be a resident of Muscatine County.

**2-3-7 Responsibilities and Duties of Board.** The Convention and Visitors Board shall have the following responsibilities and duties:

- A. To adopt rules governing the Board's organization and procedures as may be deemed necessary. All rules shall be consistent with federal, state, and City statutes and shall be subject to the approval of the City Council.
- B. To develop and provide visitor and tourism information and programs for visitors to the City of Muscatine and Muscatine County based on the level of financial support provided by the City Council and other entities.
- C. To enhance the economic development of the City of Muscatine and Muscatine County by promoting the City and County as visitor destinations and as a viable setting to hold meetings, conventions, special events, and community attractions.
- D. To interview with the City Administrator, candidates for the position of Convention and Visitors Director and participate in the evaluation and selection of the candidate to be appointed to this position.
- E. To provide input to the City Administrator to evaluate the performance of the Convention and Visitors Director.
- F. To provide input for and review the annual budget request for the Convention and Visitors division.
- G. To serve as the City's review agency and coordinator for all outside agency and special group requests for financial support for use of hotel/motel tax proceeds to support visitor and tourism services.
- H. To appoint committees as needed.
- I. At the conclusion of each fiscal year make a report to the City Council. This report shall include narrative information on the progress of visitor and tourism programs during the past year and also include measurements or metrics including but not limited to: hotel/motel tax receipts; website visitors; visitor guides distributed; requests for mailings; annual advertising expenditures; ratio of advertising dollars spent to documented leads; number of tour groups and associated statistics; the number of events, meetings, and associated statistics; and any other information related to the promotion of visitor and tourism events and programs.

**2-3-8 Appropriation of Funds for the Convention and Visitors Division.** The City Council may annually appropriate a sum of money from the City's share of the hotel/motel tax to fund the operating budget of the Convention and Tourism division of the City Administrator's office. At the time of adoption of this ordinance, the hotel/motel tax allocation was 25% of the hotel/motel taxes received for the prior fiscal year.