



City of Muscatine



AGENDA ITEM SUMMARY

DATE: 11/19/20

STAFF

Carol Webb, City Administrator

SUBJECT

Third and Final Reading of Ordinance striking Title 2, Chapter 13 of the Muscatine City Code and discontinuing the Convention and Visitors Board

EXECUTIVE SUMMARY

The purpose of this item is to adopt an ordinance striking Title 2, Chapter 13 of the Muscatine City Code thereby discontinuing the Convention and Visitors Board. The Convention and Visitors Board will be replaced with a Tourism Committee established via an agreement with the Greater Muscatine Chamber of Commerce and Industry to provide tourism and marketing services to the City of Muscatine.

STAFF RECOMMENDATION

Staff recommends approval of second reading of ordinance.

BACKGROUND/DISCUSSION

As part of an agreement with the Greater Muscatine Chamber of Commerce and Industry (GMCCI), the Convention and Visitors Board will be discontinued and replaced with a Tourism Committee established by the GMCCI Board of Directors and responsible for providing program development and financial management of tourism and marketing services.

The Committee will consist of five (5) members. The City Council, in collaboration with GMCCI, will appoint three (3) of the members to serve on the Steering Committee. The remaining two (2) members will be nominated by the GMCCI Executive Committee and approved by the GMCCI Board of Directors. The City and GMCCI will seek community leaders from among various sectors, including lodging, food service, arts, media, and other persons interested in Tourism (including retail, hospitality, or cultural tourism). Committee members will be appointed for three (3) year staggered terms. The Committee will meet at least monthly throughout the term of the agreement.

The Tourism and Marketing Agreement with GMCCI is set to terminate on June 30, 2022. Upon termination of this agreement and if the City Council seeks to pursue an alternative arrangement for Tourism and Marketing Services, Council may elect to reinstate the Convention and Visitors Board.

CITY FINANCIAL IMPACT

The agreement with GMCCI allocates \$125,000 annually to GMCCI for the provision of tourism and marketing services. There is no additional financial impact to discontinuing the Convention and Visitors Board.

ATTACHMENTS

Ordinance Striking the Convention and Visitors Board from the City's Boards and Commissions

Revised Code Language regarding the Convention and Visitors Board

ORDINANCE NO. 2020-0391

AN ORDINANCE STRIKING THE CONVENTION AND VISITORS BOARD FROM THE CITY'S BOARDS AND COMMISSIONS

WHEREAS, The City Council wishes to update the City's procedures and practices to provide for improved regulation and governing of the City's tourism and marketing services.

NOW, THEREFORE, BE IT ORDAINED, by the City Council of Muscatine, Iowa as follows:

SECTION 1. Municipal Code Title 2, Chapter 13 of the Muscatine City Code of Ordinances is hereby stricken in its entirety, as set forth in Exhibit "A" attached hereto and by this reference made a part hereof, along with any references to the City's Convention and Visitors Board anywhere else in the Muscatine City of Ordinances.

SECTION 2. REPEALER. All ordinances or parts thereof in conflict with the removal of Title 2, Chapter 13 are hereby repealed.

SECTION 3. SEVERABILITY CLAUSE. If any section, provision, or part of the removal of Title 2, Chapter 13 shall be adjudged invalid or unconstitutional, such adjudication shall not affect the validity of this ordinance as a whole or any section, provision or part thereof not adjudged invalid or unconstitutional.

SECTION 4. WHEN EFFECTIVE. This revised ordinance shall be effect from and after its final passage, approval and publication as provided by law.

Passed First Reading by the City Council of Muscatine, Iowa, 19 day of November, 2020.

Passed Second Reading by the City Council of Muscatine, Iowa, the 3rd day of December 2020.

PASSED AND ENACTED by the City Council of Muscatine, Iowa, the 17th day of December, 2020.

Diana Broderson, Mayor

ATTEST:

Carol Webb, City Administrator

Title 2 – Boards and Commissions
Chapter 13 – Convention and Visitors Board

SECTIONS:

- ~~2-13-1 Creation~~
- ~~2-13-2 Number of Members~~
- ~~2-13-3 Appointment~~
- ~~2-13-4 Term Duration and Limits~~
- ~~2-13-5 Removal – Vacancies~~
- ~~2-13-6 Residency Requirements~~
- ~~2-13-7 Responsibilities and Duties of Board~~
- ~~2-13-8 Appropriation of Funds for the Convention and Visitors Division~~

~~2-13-1 Creation.~~ The Convention and Visitors Board is hereby created.

~~2-13-2 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.

~~2-13-3 Appointment.~~

- ~~A. The 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.~~

~~2-13-4 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.~~

~~**2-13-5 Removal – Vacancies.** The Council may, at any time, remove any member of the Board after showing due cause, and shall fill the vacancies occurring on the Board by removal or otherwise.~~

2-13-6 Residency Requirements. Each at-large member of the Convention and Visitors Board shall be a resident of the City of Muscatine. The member representing travel and tourism in Muscatine County shall be a resident of Muscatine County.

2-13-7 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.

2-13-8 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 allocation was 25% of the hotel/motel taxes received for the prior fiscal year.