

September 9, 2021

Item No. 9.6.

Resolution to Create a Tourism Advisory Committee

Sponsor: Natalie Ruiz, Director of Economic Development

Reviewed By CBC: City Council

Agenda Caption: Presentation, discussion, and possible action on approval of a resolution creating a tourism advisory committee.

Relationship to Strategic Goals:

- Good Governance
- Diverse & Growing Economy

Recommendation(s): Staff recommend that Council approve the resolution.

Summary: This resolution establishes a Tourism Advisory Committee to aid in the promotion and enhancement of the tourism industry in College Station. The goal of this committee is to provide direction to staff regarding the overall strategy and use of Hotel Occupancy Tax funds to drive events, activities, and quality-of-life amenities.

The City will seek qualified individuals to serve on the committee with previous experience in the hotel/motel industry, the retail/restaurant industry, major tourist attractions, the Texas A&M University System, or other relevant tourism activities.

The committee shall consist of ten (10) to fourteen (14) local individuals to evaluate and guide investments and strategically address potential growth areas in the College Station tourism economy.

The City Manager or designee will have the authority to appoint, remove, and fill vacancies.

Budget & Financial Summary: N/A

Attachments:

1. Tourism Advisory Board_Resolution

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COLLEGE STATION, TEXAS, CREATING A TOURISM ADVISORY COMMITTEE TO PROMOTE AND ENHANCE THE TOURISM INDUSTRY IN COLLEGE STATION

WHEREAS, the City Council of the City of College Station desires to have a Tourism Advisory Committee to promote and enhance tourism in College Station; and

WHEREAS, the City Council believes the creation of a Tourism Advisory Committee will assist in providing strategic direction to promote and enhance tourism and support the industries within the city that directly impact tourism; and

WHEREAS, the City Council believes the creation of a Tourism Advisory Committee will provide guidance to effectively raise the profile of College Station as a destination for events, activities, and quality-of-life amenities; and

WHEREAS, the City Council will seek qualified individuals to serve on the Tourism Advisory Committee with previous or current experience in the hotel/motel industry, the retail/restaurant industry, major tourist attractions, the Texas A&M University System, or other relevant tourism activities; now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLLEGE STATION, TEXAS:

- PART 1:** That the City Council of the City of College Station shall create a Tourism Advisory Committee.
- PART 2:** That the Tourism Advisory Committee shall be composed of ten (10) to fourteen (14) local individuals qualified as set forth in the preamble above.
- PART 3:** That the City Council gives the committee the following charge: "As subject matter experts in the hotel, convention, and tourism industry, evaluate effective uses of hotel occupancy tax investments and strategically address potential growth areas in the College Station tourism economy."
- PART 4:** That the City Council of the City of College Station shall delegate authority to the City Manager or his designee to appoint, remove, and fill vacancies for all members of the Tourism Advisory Committee.
- PART 5:** That this Resolution shall take effect immediately from and after its passage.

ADOPTED this _____ day of _____, 20__.

ATTEST:

APPROVED:

City Secretary

MAYOR

APPROVED:

City Attorney