

**ORIGINAL**

**AN ORDINANCE No. 96-0-186**

**AUTHORIZING THE ESTABLISHMENT AND CREATION OF THE CITY OF LAREDO CONVENTION AND VISITORS' BUREAU ADVISORY BOARD, AND PROVIDING FOR MEMBERSHIP CRITERIA, METHODS OF APPOINTMENT, TERMS OF OFFICE, AUTHORITY, DUTIES, AND DEFINING OTHER TERMS AND CONDITIONS.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LAREDO, TEXAS:**

**SECTION 1. Establishment and Short Title.**

a. The City of Laredo Convention and Visitors' Bureau Advisory Board is hereby established.

**SECTION 2. Definitions.**

The following terms, words, and abbreviations shall have the meanings given herein. When not inconsistent with the context, words used in the present tense include the future, words in the plural include the singular words in the singular, words in the singular include the plural, and the use of any gender shall be applicable to all genders. The words "shall" and "will" are mandatory and the word "may" is permissive. Words or terms not defined herein, shall be given their common and ordinary meaning, except that technical words and terms used in the tourism and convention industry shall be given the meaning common to that industry. All of definitions contained in the Ordinance authorizing the creation of the City of Laredo Convention and Visitors' Bureau Advisory Board, and any subsequent amendments thereto, shall also apply to this ordinance and are hereby incorporated by reference herein.

- a. "Board" means the City of Laredo Convention and Visitors' Bureau Advisory Board.
- b. "Board-Member" means an individual who has been appointed to serve as a voting member of the City of Laredo Convention and Visitors' Bureau Advisory Board by the City Council.
- c. "Chairperson" means the Chairperson of the City of Laredo Convention and Visitors' Bureau Advisory Board, except where the context clearly indicates that the Chairperson of a committee is intended.
- d. "Director" means the Director of the City of Laredo Convention and Visitors' Bureau.
- e. "Ex-Officio Member" means an individual who has been appointed to serve as a non voting member of the City of Laredo Convention and Visitors' Bureau Advisory Board.

**Section 3. Membership Criteria, Term of Office, Method of Appointment, and Ex-Officio Members.**

a. The membership of the City of Laredo Convention and Visitors' Bureau Advisory Board shall be comprised of Eleven (11) voting members who shall be Citizens of the City of Laredo, and who shall be appointed by the City Council. The nominations from the following listed organizations shall be submitted for review and consideration for appointment by an Ad-Hoc Nominating Committee which shall be comprised of Three (3) Councilmembers who shall be nominated, appointed and ratified by the City Council. The advisory board shall be appointed upon recommendations from the Ad-Hoc Nominating Committee by the City Council from the following categories: Four (4) appointees shall be representatives of the Hotel/Motel Association, Three (3) appointees shall be representatives of the Retail Merchants, Two (2) appointees shall be representatives from Community, Civic, or Business Organizations, One (1) appointee shall be a representative from the Laredo Restaurant Association, and One (1) appointee shall be a member of the Chamber of Commerce.

b. The initial Board shall draw lots to determine their initial terms of office. The advisory boards initial staggered terms of office shall consist of Five (5) members serving two (2) year terms and Six (6) members serving four (4) year terms. After the Advisory Boards initial term of office, all board members shall serve a four (4) year term of office.

c. In the event that a board members position becomes vacant due to death, discontinuance of the board members eligibility to serve, or the board members incapacity or unwillingness to serve for any reason whatsoever, the City Council shall fill the vacancy for the remaining unexpired term of that board member, by appointing a new board member, upon submittal of a recommendation by the Ad-Hoc Nominating Committee of the City Council.

d. A advisory board member shall be entitled to serve no more than two terms, or eight (8) years, whichever is greater.

e. The City Manager, the President of the Chamber of Commerce, the President of the Hotel/Motel Association, the Director of the Laredo, Texas Travel Information Center, the representative of the Nuevo Laredo Tourism Office, and the President of the Laredo Development Foundation, or their designees shall all serve as Ex-Officio non-voting members of the City of Laredo Convention and Visitors' Bureau Advisory Board, but said Ex-Officio members may not serve as the Chairperson of the Convention and Vistors' Bureau Advisory Board.

**SECTION 4. Chairperson and Other Officers; Committees.**

a. The Chairperson shall be elected on an annual basis by majority vote of the Advisory Board, and shall serve for a Twelve (12) month calender year period, and shall be eligible for re-election.

b. The Advisory Board may establish such other officers as the Advisory Board may deem necessary.

c. The Advisory Board may establish by resolution any such other committees as it deems necessary. The Chairperson shall appoint the members and Chairperson of all such committees.

#### SECTION 5. General Authority.

a. The Advisory Board may prepare and submit reports and recommendations as to the daily operation and/or tourism and convention related activities of the Convention and Visitors' Bureau to the City Council.

b. The Advisory Board shall be authorized to solicit, acquire and accept either in-kind or monetary donations or funds or any other public or private sources of grants, or assistance, and if such funds are received for a specific purpose or with specific obligation the City Manager and/or the City Council shall be promptly notified in writing requesting their approval regarding any such obligations and restrictions that have been placed upon the acceptance of the donation, grant or other form of assistance. In addition the Advisory Board shall also be required to submit monthly reports on a timely basis notifying the City Council, of the acceptance, or acquisition of either in-kind or monetary assistance, or public or private grants of money or services.

c. The Advisory Board shall advise the Council, the City Manager, or the Director on any matter pertaining to the operation or management of the City of Laredo Convention and Visitors' Bureau.

e. The Chairperson shall have the authority to seek the advice or opinions of any City officer or department, including the City Attorney, regarding any question of law, fact, or administrative procedure.

#### SECTION 6. Duties with regard to Bureau Administration.

a. The Chairperson may report any violation regarding unlawful, improper or questionable expenditures of Hotel/Motel tax revenues, and any failures of compliance, or irregularities to the City Council.

b. The Advisory Board shall advise the Director of the Convention and Visitors' Bureau on the preparation of its annual operating budget for review by the City Manager, prior to the submittal of the annual budget on May 1 of the current year.

c. The Advisory Board may from time to time conduct surveys of various cities, or their convention or tourist bureau's, or other relevant segment of the industry, by such methods and procedures as the Advisory Board may devise, or deem proper to ascertain the focus, direction, needs, and desires of our local tourism and convention industry, and shall report the findings of such surveys to the City Council, with recommendations, if any, for action by the Council.

d. The Advisory Board may provide written recommendations to the City Council, to ensure the proper management and operation of the Convention and Visitors' Bureau.

e. The Advisory Board shall provide written recommendations for long and short terms goals and planning strategies to the City Council.

f. The Advisory Board shall prepare a quarterly written report evaluating the monthly expenditures and activities of the Convention and Visitors' Bureau to the City Council.

g. The Advisory Board may receive complaints and grievances from citizens and tourism and convention industry patrons or members of any other relevant service or industry that is impacted by the operation of the Convention and Visitors' Bureau, and may provide written recommendations on dealing with a particular complaint and/or grievance to the City Council.

h. The Advisory Board shall adopt written policies and procedures to help guide the Director in allocating expenditures for hosting events and shall assist the Director in ensuring compliance with the Advisory Board's adopted policies and procedures for hosting events.

## SECTION 7. MEETINGS

a. The Advisory Board shall meet not less than once a month, at such time and place as the Chairperson shall designate. The Director shall cause to be posted at City Hall, 1110 Houston St. Laredo, Texas, a notice of the date and time of said meetings and shall prepare an agenda for all items to be discussed or deliberated upon, in accordance and compliance with the Texas Open Meetings Law, as set forth in Chapter 551 of the Texas Government Code.

b. The Advisory Board shall elect officers at its first regularly scheduled monthly meeting and thereafter at its first meeting after the expiration of Twelve (12) calendar months and shall hold annual elections on the anniversary date of the elections or as near as possible to the anniversary date of the election of each succeeding year thereafter. The Advisory Board may elect any such other number of officers as it deems appropriate.

c. A quorum for any meeting shall consist of Six (6) voting board-members (not including any ex-officio non-voting members of the Advisory Board).

d. All meetings shall be conducted in accordance with Robert's Rules of Order.

e. The agenda for each meeting shall be established by the Director of the Convention and Visitors' Bureau. Any member of the Convention and Visitors' Bureau Advisory Board, either voting, or non-voting, shall have the right to place any proper item of business on the agenda, by placing a written request with the Director of the Convention and Visitors' Bureau, prior to the posting of the notice of the meeting as required by law.

f. Attendance at regular and specially called meetings of the Convention and Visitors' Bureau is mandatory. Any member who is absent for four (4) regularly scheduled monthly meetings in a Twelve (12) month period, whether excused or unexcused, avoidable or unavoidable, shall automatically forfeit his or her term of office, and the City Council shall appoint a new member to complete his or her unexpired term of office.

g. A member of the Advisory Board may be removed from office before the end of his term in office by action of the City Council, for any good cause, and in particular for any of the following causes;

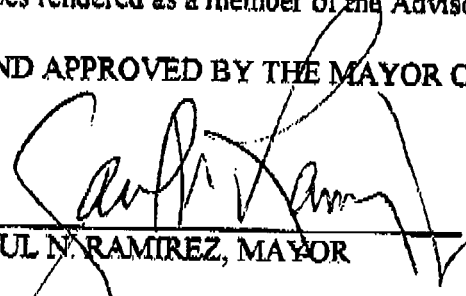
(1) Failure to attend properly to the duties of the Convention and Visitors' Bureau Advisory Board, or to comply with any of the provisions of this Ordinance.

If a member is removed from office, that members position shall be filled in the manner provided for herein.


**SECTION 8. COMPENSATION**

a. No salary, fees, or compensation shall be paid to any member of the Convention and Visitors' Bureau Advisory Board for their services rendered as a member of the Advisory Board.


PASSED BY THE CITY COUNCIL AND APPROVED BY THE MAYOR ON THIS  
THE 28<sup>th</sup> DAY OF OCTOBER, 1996.

  
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SAUL N. RAMIREZ, MAYOR

ATTEST:

  
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GUSTAVO GUEVARA  
CITY SECRETARY

APPROVED AS TO FORM  
JERRY BRUCE CAIN  
ACTING CITY ATTORNEY

BY:   
\_\_\_\_\_  
RAY RODRIGUEZ  
ASSISTANT CITY ATTORNEY

PUBLISHED DATE: 11-12-1996