

ORDINANCE NO. 1932

AN ORDINANCE OF THE CITY OF TERRELL, TEXAS, ADDING CHAPTER 2, SECTION 11, CITY OF TERRELL CODE OF ORDINANCES; ESTABLISHING THE TERRELL TOURISM BOARD; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERABILITY; PROVIDING FOR PUBLICATION AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TERRELL:

ARTICLE I.

That Chapter 2, Section 11, TERRELL TOURISM BOARD, shall be added to the City of Terrell Code of Ordinances establishing the Terrell Tourism Board to advise the City Council on any manner relative to promotion of tourism and to develop and maintain a plan for promoting tourism in Terrell and the immediate area.

Chapter 2, Section 11, shall hereafter read as follows:
Section 11: TERRELL TOURISM BOARD

A. Responsibilities

1. Advisory

The responsibility of the Terrell Tourism Board shall be to serve, upon request, as an advisory group to the Terrell City Council on any manner relative to the promotion of tourism.

2. Planning

To develop and maintain a plan for promoting tourism in the City of Terrell and the immediate area, to be submitted for the approval of the Terrell City Council.

B. Objective

The primary objective of the Terrell Tourism Board is to attract as many people as possible to the City of Terrell on as many days of the year as possible and thus enhance local motel occupancy rates.

C. Execution

The Terrell Tourism Board shall further promote understanding in the community of the plan so as to receive the cooperation and contribution of all affected groups; to encourage and/or solicit any contractors required to help fulfill the plan; to monitor progress of all contractors; and prepare an annual report to the Terrell City Council regarding the accomplishments of the Terrell Tourism Board.

D. Membership

1. Members of the Terrell Tourism Board shall be appointed by the Terrell City Council to best ensure representation of all affected groups. The Terrell Tourism Board shall consist of five (5) members representing the following areas:

Hotel/Motel Industry
Restaurant Industry
Historical Preservation interests
Commercial/Retail Business
Public at Large.

2. The members of the Terrell Tourism Board shall be residents of the City of Terrell.

E. Election of Officers

The members of the Terrell Tourism Board shall elect a Chairman, Vice-Chairman and Secretary/Treasurer on an annual basis.

F. Term of Office

The term of office will be for a three (3) year term. Initially, each member shall serve for one (1) term of three (3) years, to be followed (if reappointed) by two designated members serving for an additional term of one (1) year; two (2) designated members shall serve for an additional term of two years; and one (1) designated member shall serve an additional term of three (3) years. Thereafter, each appointment to the Terrell Tourism Board shall serve a term of three (3) consecutive years. No person shall serve more than two consecutive terms.

G. Meetings

Meetings of the Terrell Tourism Board shall be held at all times and places as determined by the Board, but at least bimonthly. At least one meeting shall be devoted to hearing any proposals for use of tax monies from representatives of any organization eligible under the governing law to spend tourism tax monies. A quorum of the Board shall consist of at

least one officer and two other officers or members of the Board.

H. Budget

1. On or before May 1 of each year, the Terrell City Council shall determine the maximum amount and/or percentage of monies to be expended during the next fiscal year.
2. On or before July 15 of each year, qualified agencies shall submit budget requests/proposals to the City Manager of the City of Terrell.
3. On or before August 1 of each year, the Terrell Tourism Board shall submit to the Terrell City Council, a copy of all requests for funds which have been submitted to the Board, together with its written recommendations for expenditures. A copy of the current plan for tourism shall be submitted at the same time for the review and any required approval of the Terrell City Council.
4. On or before December 1 of each year, the Terrell Tourism Board shall submit to the Terrell City Council a report outlining accomplishments of the Board during the prior fiscal year.
5. As a part of the annual budget process, the Board may request the allocation of funds for specific professional services required for the work of the Board.

I. Funds

Each person or organization requesting consideration of funds shall appear before the Terrell Tourism Board with a written proposal containing as a minimum the following:

1. The purpose for which the funds are requested. This purpose may be an event (e.g. Heritage Jubilee), project (e.g. restoration of Robert Terrell House), or program (e.g. operation of monthly historical tour) or other purpose under Subsection (a), Section 351.101 of the governing law.
2. A statement setting forth how the expenditure will directly enhance and promote tourism and the convention and hotel industry as outlined in Subsection (a), Section 351.101 of the governing law.
3. A budget proposal showing a statement of their expected costs. The costs consisting of:
 - (a) Salary costs (actual salary plus taxes plus benefits) in proportion to the time each employee involved works on the project.

- (b) All other costs entirely attributed to conducting the project (printing brochures, conducting tours, restoring buildings, etc.). These costs need to be itemized.
- (c) Other administrative expenses associated with the project in proportion to the time actually spent on the project by employees.

Example:

Three individuals work on a project. The first has a salary of \$24,000 and spends 100% of their time on the project; the second has a salary of \$40,000 and spends 10% of their time on the project, and the third has a salary of \$20,000 and spends 13% of their time on the project. Then the allowed salary costs would be \$24,000 + \$4,000 + \$2,600 = \$30,000. All other costs will be itemized, including the administrative costs. Suppose the applicant has total administrative costs of \$100,000 in the areas associated with the project, then the administrative cost is computed by multiplying the average time spent by all employees by the total administrative cost.

If the applicant has only three employees in all, then the average time is $(100\% + 10\% + 13\%)/3 = 41\%$, then the allowed administrative cost is \$41,000. If the applicant has more employees other than those involved in the project, for example 5 employees, then the average time is $(100\% + 10\% + 13\%)/5 = 24.6\%$ and the allowed administrative cost is \$24,600.

- 4. No funds will be disbursed until the City Council has approved in writing the project and the proposed budget. The successful applicants must submit quarterly reports detailing all expenditures. These reports are subject to an audit; any expenses not allowed will not be reimbursed.
- 5. A statement that the person or organization has an accounting system in place which will permit the preparation and review of all financial reports in accordance with the governing law.

ARTICLE II.

That the terms and provisions of this ordinance are severable and are governed by all applicable Sections of the City of Terrell Code of Ordinances, as amended.

ARTICLE III.

That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions

of the Charter of the City of Terrell, and it is accordingly so ordained.

PASSED AND APPROVED THIS THE 16TH DAY OF JUNE, 1998.

PASSED AND ADOPTED THIS THE 21ST DAY OF JULY, 1998.

HENRY MADGWICK, SR., MAYOR

ATTEST:

JOHN ROUNSAVALL, CITY SECRETARY

APPROVED AS TO FORM:

MARY GAYLE RAMSEY
CITY ATTORNEY