

**MINUTES
CITY OF ALVIN, TEXAS
216 W. SEALY STREET
CITY COUNCIL WORKSHOP MEETING
THURSDAY, APRIL 20, 2017
6:00 P.M**

CALL TO ORDER

BE IT REMEMBERED that, on the above date, the City Council of the City of Alvin, Texas, met in Workshop Session at 6:00 P.M. in the Council Chambers at City Hall, with the following members present: Mayor Paul A. Horn, Mayor Pro-Tem Gabe Adame; Council members: Adam Arendell, Scott Reed, Brad Richards, Chris Sanger, Glenn Starkey, and Keith Thompson.

Staff members present: Sereniah Breland, City Manager; Junru Roland, Assistant City Manager/CFO; Dixie Roberts, City Clerk; Robert Lee, Police Chief, and Suzanne Hanneman, Deputy City Attorney; and Julie Siggers, Convention and Visitor Bureau Director and Alexander Aggor, Management Assistant.

WORKSHOP ITEMS

Discuss Mural Policy.

Staff gave a presentation on a proposed mural policy. The options presented were 1) a mural ordinance that provides a permitting process for all murals on private property throughout the city; 2) a public art program that limits just to the downtown area; 3) limited to public owned property; and 4) no policy. Council directed staff not to prepare a mural ordinance and allow the downtown committee to work the private sector.

Discuss Convention and Visitors Bureau (CVB) organizational models.

Mr. Junru Roland, Assistant City Manager/CFO, presented the four Convention & Visitor Bureau organizational models:

- CVB as a Government Agency
 - Current Model
 - CVB is a department within the city government
 - Reports to the Assistant City Manager
 - CVB staff are governed by city policies, receive city benefits
- CVB as an Independent Agency
 - Often 501(c)(6)
 - Governing Board of Directors
 - City & CVB enter a contractual agreement, in which City provides funding to CVB
 - Other revenue streams include:
 - service fees
 - advertising sales in CVB publications & on CVB website
 - membership based
- CVB as a division of the Chamber of Commerce
 - City contracts with the Chamber for tourism development for the City

- CVB funding comes from City's HOT funds
- Chamber may make financial commitment to the CVB program through personnel and/or physical office costs.
- Some Chambers charge and receive a management fee
- CVB as a Hybrid (staff's recommendation)
 - CVB program remains a department of the City
 - CVB program and staff are governed by City policies; and CVB staff receive City benefits
 - An "independent" HOT fund Committee is created

Council directed staff to prepare a resolution of model #4 for consideration at the May 4th council meeting.

ADJOURNMENT

Mayor Horn adjourned the meeting at 6:45 p.m.

PASSED and APPROVED this _____ day of _____, 2017.

Paul A. Horn, Mayor

ATTEST: _____
Dixie Roberts, City Clerk