



TO: FRUITA CITY COUNCIL AND MAYOR

FROM: MARGARET SELL, FINANCE DIRECTOR/CITY CLERK

DATE: MARCH 5, 2024

AGENDA TEXT: ORDINANCE 2024-05 – 1st Reading - Amending Section 3.18.240 of the Fruita Municipal Code concerning membership requirements for the Tourism Advisory Council

BACKGROUND

The City Council met with various boards and commissions throughout 2023 to review their purposes, accomplishments, and roles in furthering the city's strategic and master plans. They also evaluated the roles of City Council members serving on these boards and commissions. As part of this review, City Council determined they would take the proper steps to remove the City Council Liaison in each Board and Commission as a voting board member, designate the City Council Liaison as a non-voting Council Liaison to the board, and ensure the Council Liaison does not occupy one of the limited voting member positions on the board. Membership requirements for the Tourism Advisory Council (TAC), established by ordinance, currently require a representative of the City Council to serve on the TAC, and therefore needs to be amended to reflect City Council's direction.

The City Council aims to enhance the separation of roles between itself and the TAC, promoting the latter's independence by removing the requirement that a City Council member be appointed to the TAC. Instead, a City Council member or the Mayor will be appointed to serve as a liaison between the City Council and the Tourism Advisory Council.

A liaison serves as a bridge or intermediary between two entities or groups. In this context, the City Council liaison to the Tourism Advisory Council would facilitate communication, collaboration, and understanding between the City Council and the Tourism Advisory Council. They would convey relevant information, concerns, and decisions between the two bodies, ensuring alignment of efforts and effective utilization of resources towards promoting tourism and achieving shared objectives within the community.

Attached is a copy of the City's Boards and Commission policy adopted by Resolution 2020-32. Revisions will be drafted in the near future for City Council review to reflect recent changes in Board and Commissions.

FISCAL IMPACT

This Ordinance does not have any fiscal impact.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The removal of a representative from the City Council as a voting member from the Tourism Advisory Council provides a degree of separation of roles and responsibilities between the City Council and the Advisory Council and promotes independence of the Advisory Council. The appointment of a City Council member as a liaison to the Advisory Council fosters communication between the two boards.

OPTIONS TO THE COUNCIL:

- Approve the ordinance as presented, or with amendments, or
- Opt for no action, retaining the current membership structure of the Tourism Advisory Council.

RECOMMENDATION:

MOVE TO PUBLISH A SYNOPSIS OF ORDINANCE 2024-11, AMENDING SECTION 3.18.240 OF THE FRUITA MUNICIPAL CODE BY THE REMOVAL OF THE CITY COUNCIL REPRESENTATIVE FROM THE MEMBERSHIP OF THE ADVISORY COUNCIL AND ADDING A CITY COUNCIL REPRESENTATIVE TO SERVE AS LIAISON TO THE ADVISORY COUNCIL FOR PUBLIC HEARING ON APRIL 2, 2024.

The difference between a liaison and a member of a board lies primarily in their roles and responsibilities within the organization or group they serve.

Member of a Board:

A member of a board typically holds voting rights and is actively involved in the decision-making processes of the board. Board members have a direct stake in the board's affairs and are responsible for setting policies, overseeing operations, and ensuring the organization's objectives are met.

They may have specific duties, such as attending meetings regularly, participating in discussions, contributing expertise, and possibly serving on committees or task forces. Board members are appointed based on their qualifications, experience, and commitment to the board's mission and goals.

Liaison:

A liaison acts as a link or intermediary between two groups or entities. They facilitate communication, collaboration, and coordination between the groups they represent. Unlike board members, liaisons typically do not have voting rights within the group to which they are connected.

Liaisons serve to relay information, concerns, and decisions between the two entities they connect. They may attend meetings of both groups, share updates, gather feedback, and ensure alignment of efforts and objectives. Liaisons often play a crucial role in promoting understanding, resolving conflicts, and fostering productive relationships between the groups they represent.

In summary, while both liaisons and members of a board serve important roles within an organization or group, board members make recommendations to the City Council on areas within their scope of responsibility, whereas liaisons focus on facilitating communication and collaboration between different entities.