



CITY COUNCIL AGENDA ACTION FORM

AGENDA DATE:	12/10/2024		
AGENDA SUBJECT:	Discussion, Consideration and possible action following joint City Council/P&Z/HPC/CVB workshop held 8/10/2024 – CVB Advisory Board		
PREPARED BY:	Demetra Conrad	DATE SUBMITTED:	12/2/2024
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:		\$00.00
	Amount Budgeted:		\$00.00
	Appropriation Required:		\$00.00
SUMMARY:			
<p>The CVB Advisory Board is designed to provide feedback and support to the CVB Director to increase Hotel Occupancy Tax Revenue. The CVB Director should leverage this board to:</p> <ul style="list-style-type: none"> • Review planned activities/events as part of pre-planning activities • Request members to test ideas, functionalities, etc. prior to implementation or go-live • Include members in event/activity execution • Complete after-action report after each planned event/activity to build future-use resources • Leverage subject-matter-expertise to close gaps <p>I would like the CVB Director to provide an update to Council on the work underway around the priorities identified in the workshop and potential next-steps. Council will take appropriate action as identified in conversation.</p> <p>While we will discuss all priorities, priority number one will be of the top concern.</p> <p>See attached</p>			
RECOMMENDED ACTION:			
<p>Staff and Council reach out to community to engage interested board members to fill the positions on this board</p> <p>Vote on board members in January 2025 meeting</p> <p>Add twice-yearly workshops to City Calendar to create a standard routine to follow-up and adjust board direction, each January and July.</p>			