

**CITY OF NORMAN
ORDINANCE O-2223-52**

AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA AMENDING SECTION 12-526 OF THE NORMAN CODE OF ORDINANCES, INCREASING THE NUMBER OF VOTING BOARD MEMBERS OF THE RECIPIENT ENTITY OF CONVENTION AND TOURISM DEVELOPMENT FUNDS FROM THIRTEEN TO NINETEEN TO ALLOW ADDITIONAL BOARD MEMBERS REPRESENTATIVE OF THE SPORTS INDUSTRY AND SPORTS COMMUNITY; PROVIDING FOR THE SEVERABILITY THEREOF.

WHEREAS, on May 9, 2023, the voters of Norman approved an increase in the Transient Guest Room Tax rate from 5% to 8%; and

WHEREAS, the increase in tax rate was requested to be shared by the current contracting entities for both convention and tourism and the promotion of arts; and

WHEREAS, , the purpose of the tax rate increase related to convention and tourism was to fund the promotion of sports tourism in Norman; and

WHEREAS, to accomplish such purpose, the current recipient of guest room tax dollars for convention and tourism, Norman Convention and Visitor's Bureau, d/b/a Visit Norman, has requested additional board members to ensure the sports community is represented on its board of directors.

NOW THEREFORE, be it ordained by the City Council of the City of Norman, in the State of Oklahoma, as follows:

SECTION 1: AMENDMENT “12-526 Administration Of Convention And Tourism Development Funds” of the City of Norman Municipal Code is hereby *amended* as follows:

B E F O R E A M E N D M E N T

12-526 Administration Of Convention And Tourism Development Funds

The Council shall contract annually, or by a contract renewable annually, with a not-for-profit corporation to administer the share of funds collected pursuant to the City transient guest room tax ordinance set aside specifically for the purpose of encouraging, promoting and fostering convention and tourism development in the City. The scope and purpose of such corporation shall be solely for encouraging, promoting, and fostering convention and tourism development in the City. Further, with regard to such not-for-profit corporation, it is required that:

- (a) The Board of Directors of such not-for-profit corporation shall be composed as

follows:

- (1) Seven Directors, each as elected by the Norman Convention and Visitor's Bureau (NCVB) Board of Directors, and as chosen generally from organizations and businesses within the City that are significantly affected by convention and tourism activities in the City, such as follows:
 - a. The University of Oklahoma Athletic Department;
 - b. The Norman Public Schools;
 - c. The Norman Chamber of Commerce;
 - d. The City Arts Council;
 - e. The Norman Hotels and Hospitality Industry; and/or
 - f. The Norman Restaurant and Entertainment Industry.
 - (2) Two Directors, as each appointed by the Mayor of the City, and as chosen generally from organizations and businesses within the City that are significantly affected by convention and tourism activities in the City, such as follows:
 - a. The University of Oklahoma; and/or
 - b. The organized athletic groups.
 - (3) Four Directors, each as elected by the NCVB Board of Directors and as chosen generally from the City community to serve in at-large capacities.
 - (4) Four Ex-Officio representatives as follows:
 - a. The Mayor of the City or a City Council member appointed by the Mayor to serve in this role;
 - b. The City Manager, or another City employee as designated by the City Manager to serve in this role;
 - c. The Executive Director of the City Chamber of Commerce; and
 - d. The Executive Director of the City Economic Development Coalition.
- (b) Provided further, the terms of the Board Members shall not exceed three years; however, this shall not preclude a single Board Member from serving a second or subsequent term;
- (c) In addition to entering into a contract with the City to provide for encouraging, promoting and fostering convention and tourism development in the City, the City Council shall annually approve the budget and scope of services of such not-for-profit corporation; and
- (d) Such not-for-profit corporation will report to the City Council, at least quarterly, on its activities and expenditures for the previous three-month period.

(Code 1976, § 8-528; Ord. No. O-9293-22; Ord. No. O-9495-30; Ord. No. O-9798-10; Ord. No. O-0910-40, § 1)

AFTER AMENDMENT

12-526 Administration Of Convention And Tourism Development Funds

The Council shall contract annually, or by a contract renewable annually, with a not-for-profit corporation (the "contracting entity") to administer the share of funds collected pursuant to the City transient guest room tax ordinance set aside specifically for the purpose of encouraging, promoting and fostering convention and tourism development in the City. The scope and purpose of such corporation shall be solely for encouraging, promoting, and fostering convention and tourism development in the City. Further, with regard to such not-for-profit corporation, it is required that:

- (a) The Board of Directors of such not-for-profit corporation shall be composed as follows:
 - (1) ~~Seven~~Thirteen Directors, each as elected by the ~~Norman Convention and Visitor's Bureau (NCVB)~~contracting entity's Board of Directors, and as chosen generally from organizations and businesses within the City that are significantly affected by convention and tourism activities in the City, such as follows:
 - a. The University of Oklahoma Athletic Department;
 - b. The Norman Public Schools;
 - c. The Norman Chamber of Commerce;
 - d. The City Arts Council;
 - e. The Norman Hotels and Hospitality Industry; ~~and/or~~
 - f. The Norman Restaurant and Entertainment Industry; ~~and/or~~
 - g. The Norman sports industry and sports community.
 - (2) Two Directors, as each appointed by the Mayor of the City, and as chosen generally from organizations and businesses within the City that are significantly affected by convention and tourism activities in the City, such as follows:
 - a. The University of Oklahoma; and/or
 - b. The organized athletic groups.
 - (3) Four Directors, each as elected by the ~~NCVB~~contracting entity's Board of Directors and as chosen generally from the City community to serve in at-large capacities.
 - (4) Four Ex-Officio representatives as follows:
 - a. The Mayor of the City or a City Councilmember appointed by the Mayor to serve in this role;
 - b. The City Manager, or another City employee as designated by the City Manager to serve in this role;
 - c. The Executive Director of the City Chamber of Commerce; and
 - d. The Executive Director of the City Economic Development Coalition.
- (b) Provided further, the terms of the Board Members shall not exceed three years; however, this shall not preclude a single Board Member from serving a second or subsequent term;
- (c) In addition to entering into a contract with the City to provide for encouraging, promoting and fostering convention and tourism development in the City, the City Council shall annually approve the budget and scope of services of such not-for-profit corporation; and

(d) Such not-for-profit corporation will report to the City Council, at least quarterly, on its activities and expenditures for the previous three-month period.

(Code 1976, § 8-528; Ord. No. O-9293-22; Ord. No. O-9495-30; Ord. No. O-9798-10; Ord. No. O-0910-40, § 1)

PASSED AND ADOPTED BY THE CITY OF NORMAN CITY COUNCIL

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NAY

ABSENT

ABSTAIN

Presiding Officer

Attest

Larry Heikkila, Mayor, City of
Norman

Brenda Hall, City Clerk, City of
Norman