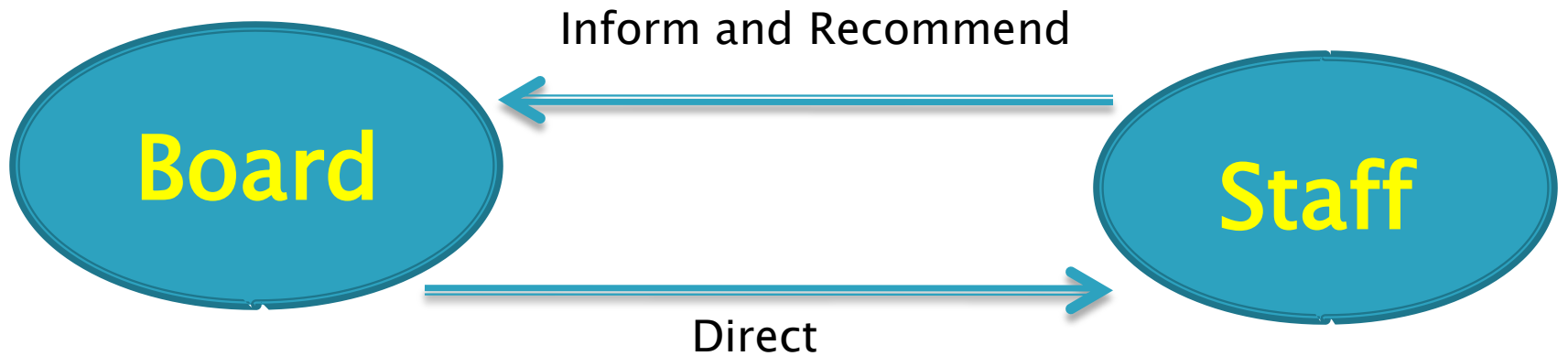




Community Marketing Commission: Roles and Duties Discussion

October 2011

Fundamental Relationship



“Staff and Board”

- ▶ Role of staff is to inform and recommend: accurate, timely, unbiased professional analysis and recommendation

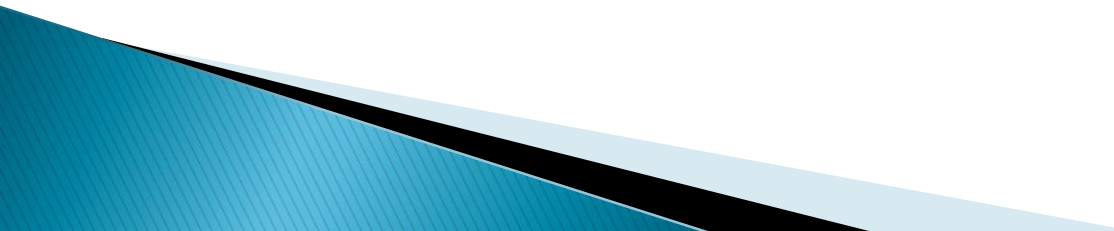
“technical”

- ▶ Role of a board is to give policy direction: consider technical recommendations, but make a policy decision based upon broader community factors and values

“political” or “policy”



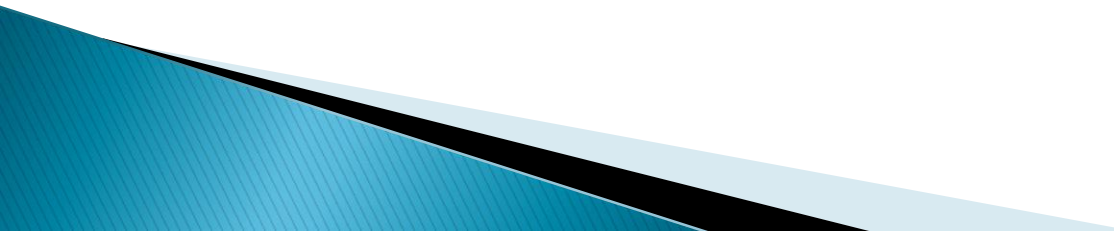
General Roles of Board

- ▶ receive information and briefings
 - ▶ analyze and discuss
 - ▶ decide and direct
- 

Giving Direction

- ▶ Must be an **action** of the **body** in **open session**
- ▶ No direction is given by an individual member of the body

Keeping Board Discussion At A Policy Level: The Hardest Task

- ▶ “30,000 feet”
 - ▶ Level of detail is crucial
 - ▶ Avoid the “inversion phenomemon”: the natural tendency of a group to want to spend the greatest time on the least important matters
- 

Unique CMC Role and Duty

“2.60.075 (a) . . . The purpose of the community marketing commission shall be to serve as an advisory body to the city council concerning the city’s use of the revenues received from the lodging tax ...The commission shall make recommendations to the city council as to how the funds should be specifically spent consistent with the purpose authorized “

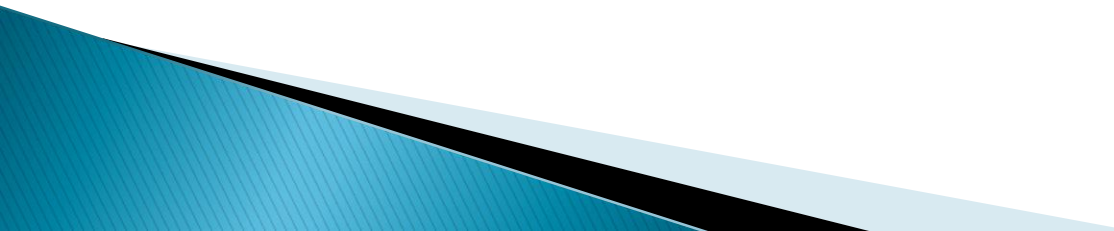


Purpose of the Lodging Tax

- ▶ “3.24.105. All revenues received by the city from the lodging tax shall be placed in a separate lodging tax fund and used by the city only for the following purpose: to promote tourism, conventions and related activities within the city by marketing the city and sponsoring community events, both in support of this purpose.”

City Council's Role

“3.24.105. . . .the city council shall not budget, appropriate or spend any funds from this lodging tax without first receiving a recommendation from the community marketing commission concerning the proposed use of such funds. . . . The city council shall not, however be bound by the commission's recommendation and may spend the funds in any way consistent with the purpose authorized “



So: Duties and Roles in the Lodging Tax System

- ▶ Staff may recommend to CMC; CMC does not have to accept the recommendation
- ▶ CMC must recommend to Council before Council may act
- ▶ Council may accept the advice – or not



The Recommendations You Make

How specific? A balance between:

the general principle of policymaking

vs:

ordinance language: “. . . how the funds should be specifically spent”

Budgeting

City uses a fund structure, like separate checking accounts

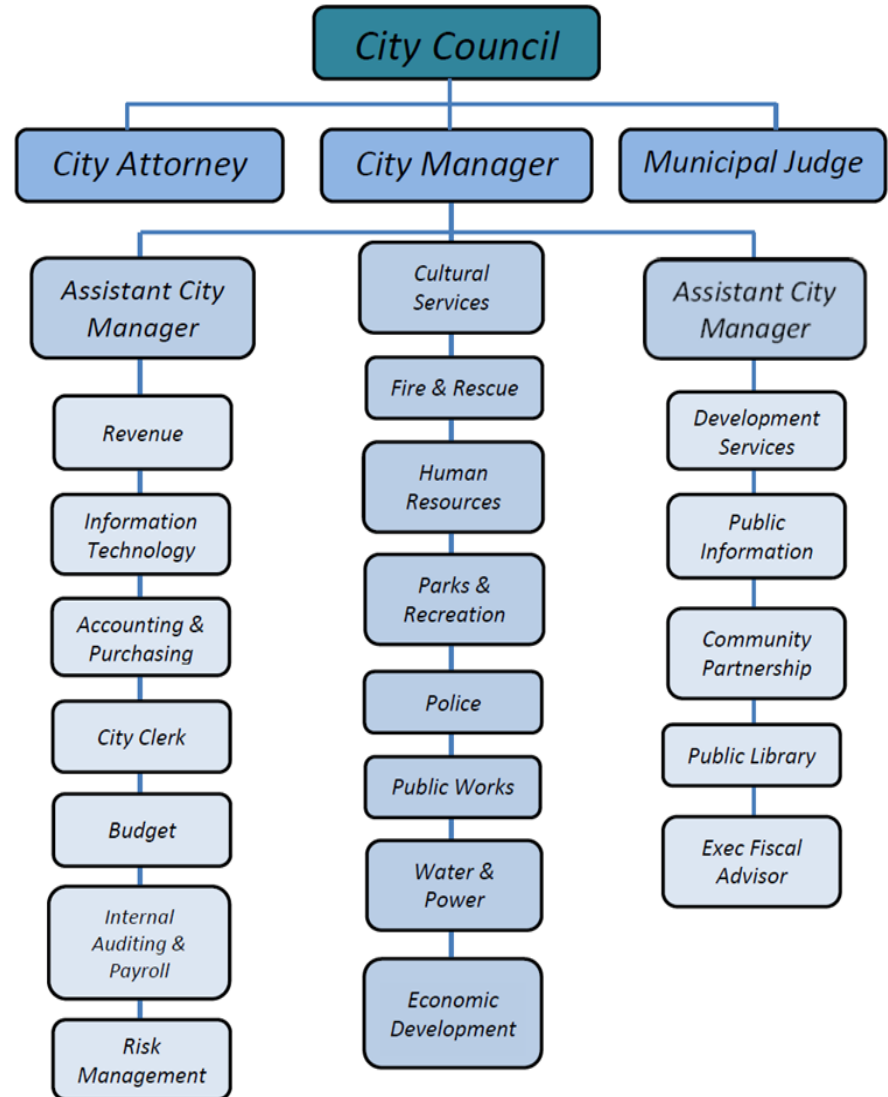
47 separate funds

Lodging Tax is in its own Fund

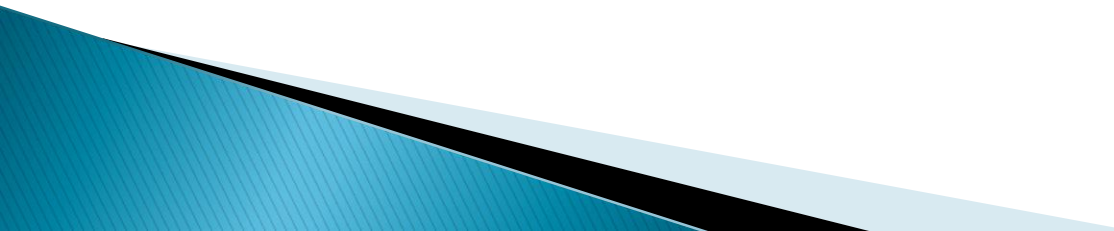


City also budgets
by departments

Lodging tax fund is
within Economic
Development
Department



Going Forward

- ▶ Expect staff support, information and recommendations to the Commission, in advance and in writing
 - ▶ The Commission deliberates and makes recommendations to the City Council
 - ▶ Council makes decisions
 - ▶ Funds are trackable in the separate fund
- 

Questions?

