



Albemarle County

Legislation Text

File #: 19-460, **Version:** 1

AGENDA DATE: 10/2/2019

TITLE:

Ordinance to Approve a Second Amended Agreement to Operate a Joint Charlottesville Albemarle Convention and Visitors Bureau

SUBJECT/PROPOSAL/REQUEST: Adoption of an Ordinance to approve a Second Amended Agreement to Operate a Joint Charlottesville Albemarle Convention and Visitors Bureau

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Richardson, Walker, Kamptner, DeLoria, Johnson

PRESENTER (S): Roger Johnson, Courtney Cacatian

LEGAL REVIEW: Yes

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: On August 15, 2019 the CACVB Executive Board unanimously recommended amending the CACVB Agreement to authorize the Chamber of Commerce President to serve on the CACVB Executive Board without term limits, to remove the CACVB Executive Director as a member of the CACVB Executive Board, and to exempt the CACVB from the County's Purchasing Manual regulations so as to allow the CACVB to purchase alcoholic beverages for tourism-related promotional activities. The CACVB Board requested Roger Johnson to take an amended agreement to the Board of Supervisors for its consideration and approval.

The Charlottesville City Council approved the Second Amended Agreement (Attachment A) on September 16, 2019.

STRATEGIC PLAN: Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals.

DISCUSSION: With the CACVB Executive Director now in place, the CACVB is ready to advance operations. The attached proposed Second Amended Agreement incorporates the changes requested by the CACVB Board to improve the Convention and Visitors Bureaus' operational efficiency.

The proposed Second Amended Agreement includes the following three substantive changes.

- 1) Allows the Chamber President to serve on the CACVB Executive Board without term limits, similar to the Thomas Jefferson Foundation President;
- 2) Removes the Executive Director as a member of the CACVB Executive Board; and
- 3) Exempts the CACVB from the County's procurement and purchasing regulations to allow the CACVB to purchase alcoholic beverages for tourism-related promotional and appreciation activities, such as

familiarization tours, with the advance written approval of the CACVB Executive Board, the County Executive, or the County's Director of Finance/Chief Financial Officer.

These proposed changes would:

- 1) allow the Chamber of Commerce President to serve on the CACVB Executive Board without term limits to ensure continuity;
- 2) allow the Executive Director to meet with two Board members simultaneously without having to schedule and post a public meeting notice as required by Virginia Code § 2.2-3703 for meetings involving three members or a quorum of a public body; and
- 3) allow the CACVB to purchase alcoholic beverages under limited circumstances with executive approval for tourism-related promotion activities, such as familiarization trips for influencers, marketing campaigns, and events involving travel bloggers, social influencers, travel agents, conference organizers, and consultants, which would facilitate the success of those activities.

These proposed changes would not excuse CACVB or other County employees from complying with the County's Alcohol/Drug Free Workplace Policy (Policy §P-06) and Standards of Conduct (Policy §P-25), which prohibit the use of alcohol while on the job or in any job-related context.

BUDGET IMPACT: There is no direct budget impact associated with this agenda item.

RECOMMENDATION:

Staff recommends that the Board adopt the attached Ordinance (Attachment B) to Approve a Second Amended Agreement to Operate a Joint Convention and Visitors' Bureau.

ATTACHMENTS:

Attachment A: Second Amended CACVB Agreement
Attachment B: Ordinance