



AGENDA MEMORANDUM

First Reading Item for the City Council Meeting of July 26, 2016
Second Reading Item for the City Council Meeting of August 9, 2016

DATE: July 5, 2016
TO: Margie C. Rose, City Manager
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Sister City Committee Ordinance Update and Memorandum of Agreement with the
Convention and Visitors Bureau

CAPTION:

Ordinance amending City Code of Ordinances regarding Sister City Committee and authorizing the City Manager or designee to execute a Memorandum of Agreement with the Corpus Christi Convention and Visitors Bureau regarding management of the committee.

PURPOSE:

Approve proposed updates to City Code of Ordinances regarding the Sister City Committee and authorize the city manager to execute the Memorandum of Agreement (MOA) with the Corpus Christi Convention and Visitors Bureau (CVB) to manage the committee.

BACKGROUND AND FINDINGS:

The Corpus Christi Sister City Committee was established in 1962 and formed to promote awareness of social, cultural, political, and economic issues in the world which leads to international understanding and educates and prepares our people for the global economy. Since its formation, the committee has led various programs, projects and events including: the Student and Fireman Exchange Program, Sister City Delegation visits, Sister City's Parkway and Elementary school peace poles and flags at the Airport, International Young Artists Program, Toledo, Spain Art & Music Exchange Programs, Wheelchairs for Peace, Keelung Port Agreement signed in 1999 and an International Expo with 140 exhibitors. The current list of our sister cities includes:

- Yokosuka, Japan
- Veracruz, Mexico 1986
- Keelung, Taiwan 1987
- Toledo, Spain 1989
- Monterrey, Mexico 1993
- Agen, France 1996
- Playa del Carmon, Mexico 2007.

However, in recent years the committee has struggled. Since the reduction of city funding in 2009, the committee has struggled with lack of administrative support, a singular focus on the student exchange program and meeting quorum has been difficult for the 15 member At-large committee (they have not officially met since September 2015).

The CVB and the Parks and Recreation Department have been working on a proposal that would allow the Corpus Christi Convention and Visitors Bureau to administer the Sister City Committee and restructure its existing ordinance and bylaws to strengthen its impact on tourism, economic development and international relations.

The changes to the ordinance include modifying the membership of the steering committee from fifteen (15) to nine (9) members representing the following categories: Economic Development, Greater Corpus Christi Hospitality Association, Port Industries, Chambers of Commerce, Higher Education institution, Advertising/Public Relations sector; Arts/Culture sector and two (2) at-large members. In addition, the requirement of a subcommittee for each sister city will be removed and subcommittees will be developed once the officers for the committee are selected. The City Council will continue to appoint the members of the steering committee.

In order for the CVB to administer the program, an MOA should be executed to create formal expectations and guidelines. The proposed MOA establishes expectation for the administration of the program, sets formal lines of communication from the CVB to the Parks & Recreation Department, provides the CVB annual funding of \$6,000 for administrative and marketing purposes. The initial term of the MOA is two years with options to continue on a year-to-year basis thereafter.

Sister City International's (SCI) mission to promote peace through mutual respect, understanding, and cooperation — one individual, one community at a time. SCI's programs focus on four main areas of exchange: arts and culture, youth and education, business and trade, and community development and technical exchange to connect citizens around the globe.

ALTERNATIVES: Do not approve the changes to the ordinances or execute the contract. Continue current administration of the program

OTHER CONSIDERATIONS: none

CONFORMITY TO CITY POLICY: City policy requires changes to ordinance regarding City Boards and Committees be approved by City Council.

EMERGENCY / NON-EMERGENCY: non-emergency

DEPARTMENTAL CLEARANCES:

City Secretary's Office
Legal Department

FINANCIAL IMPACT: X Operating Revenue Capital Not applicable

Fiscal Year: 2017	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget			6,000	6,000
Encumbered / Expended Amount				
This item				
BALANCE			6,000	6,000

Fund(s): Local Hotel Occupancy Tax Fund 1030

Comments: none

RECOMMENDATION: Approve both the proposed changes to the ordinance and execution of the MOA.

LIST OF SUPPORTING DOCUMENTS: Ordinance, Memorandum of Agreement, Presentation