



Sister City Commission Ordinance Update And Memorandum of Understanding



Council Presentation
July 26, 2016



Sister City Committee



- Created in 1962
 - 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
 - 7 Sister Cities
 - Exchange Programs
 - Cultural Projects and Events
 - Recent Struggles
 - Loss of City funding in 2009
 - Large committee- 15 At-large members
 - Trouble meeting quorum
 - Lack of administrative support
 - Opportunity for the program to evolve
 - Convention and Visitors Bureau
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Proposed Ordinance Changes



- Stronger focus on economic development and tourism opportunities
- Reduction of steering committee membership
 - List of new positions
 - (1) Economic Development Sector
 - (1) Greater Corpus Christi Hospitality Association
 - (1) Port Industries of Corpus Christi
 - (1) Corpus Christi Chamber of Commerce
 - (1) Higher Education Institution
 - (1) Advertising/Public Relations
 - (1) Arts & Cultural
 - (2) At Large
 - (3) City Ex-officios – Mayor's Office, Parks & Recreation and Airport
- City Council continues to appoint members (recommendation by CVB)
- Subcommittees established once officers established
- Sister City Account managed by CVB and PARD



Proposed MOA



- CVB administers the Sister City Program
 - Oversee establishment of new subcommittees
 - Student Exchange Subcommittee
 - Communication via the Director of Parks & Recreation
 - Recommendation of City Council Appointments from CVB
 - Invest Hotel Occupancy Tax Fund for Program - \$6,000
 - Subject to appropriation
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