



Legislation Text

File #: 24-008, **Version:** 1

Appointments to the Carrboro Tourism Development Authority (CTDA) and selecting a Chairperson

PURPOSE: This item is for the Town Council to consider appointments to the Carrboro Tourism Development Authority (CTDA), and to select a chairperson.

DEPARTMENT: Town Clerk / Economic Development

CONTACT INFORMATION: Wendy Welsh, Interim Town Clerk, 919-918-7310, wwelsh@carrboronc.gov;
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COUNCIL DIRECTION:

Race/Equity Climate Comprehensive Plan Other

The Town Council follows the Advisory Board Recruitment and Appointment Policy which was adopted on 11-21-2017. Text amendments to this policy were approved by the Town Council on 12-1-2020 and 4-13-2021, respectively, to the section entitled “Composition” which related to expanding the racial and ethnic diversity on advisory boards and commissions. It should be noted that the Advisory Board Recruitment and Appointment Policy has been evaluated using the Racial Equity Lens tool which was finalized in May 2023. A copy of this completed lens is attached here as Attachment E.

The CTDA appointments fall under the section entitled “Appointments to Authorities” within the Advisory Board Recruitment and Appointment Policy which states the following: “The OWASA Board of Directors and Tourism Development Authority are considered “Authorities” under NC General Statutes. The Town Council will consider applications for those authorities and be responsible for making appointments as they are directed per law. The Council may at times choose to interview applicants for the representative seats by any method that they choose. All appointments will be made in open session by the ballot procedures established in the policy.”

INFORMATION: The CTDA was established by Chapter 8A in the Carrboro Town Code entitled Hotel and Motel Room Occupancy Tax. A copy of this chapter is included as attachment B.

Section 8A-5 within Chapter 8A is entitled Carrboro Tourism Development Authority: Appointment and Membership and states the following:

- (a) The Carrboro Tourism Development Authority (CTDA) is hereby created, which shall be a public authority under the Local Government Budget and Fiscal Control Act.
- (b) The CTDA shall consist of three members appointed by the Town Council. Members need not reside within the Town, but at least one member must be affiliated with businesses that collect the tax in the Town and

two members must be currently active in the promotion of travel and tourism in the Town.

- (c) Subject to subsection (d), members shall be appointed for terms of one year. The initial terms of all appointees shall expire on January 31 of the year that follows the initial appointments. Subsequent terms shall run from February 1 of one year to January 31 of the following year. Vacancies shall be filled for the remainder of the unexpired term. Members may be appointed to successive terms without limitation.
- (d) Members shall serve at the pleasure of the Town Council and may be removed by the Council at any time with or without cause.
- (e) Members shall serve without compensation.

Section 8A-6 Meetings of CTDA

- (b) A quorum for the CTDA shall consist of three members, except that if one seat is vacant, a quorum shall consist of two members. All actions of the CTDA shall be taken by majority vote, a quorum being present.

Currently, the CTDA has two active members, Bridget Pemberton-Smith and Huru Price. Mrs. Pemberton-Smith was first appointed 05/02/2023 and Mr. Price was first appointed on 09/19/2023. Both have expressed their desire for reappointment. The CTDA matrix is attached as Attachment C. The applications and chair reports are attached as Attachment D.

Ms. Pemberton-Smith operates a business in Carrboro, has been hired by the Chamber to serve as a staff person for the Carrboro Business Alliance and serves as a CTDA member who is currently active in the promotion of travel and tourism in the Town.

Mr. Price has worked in Carrboro for over 10 years, been part of the Carrboro Film Festival for nearly a decade and was a volunteer for the Mini Con hosted by The Baxter. Mr. Price serves as a CTDA member who is currently active in the promotion of travel and tourism in the Town.

FISCAL IMPACT: The Hotel/Motel Room Occupancy Tax is a tax for the Town of Carrboro and the distribution of the tax is outlined in Section 8A-4 of the Carrboro Town Code:

Section 8A-4. Distribution and Use of Tax Revenue states:

“The Town shall, on a quarterly basis, remit the net proceeds of the occupancy tax to the Carrboro Tourism Development Authority (CTDA). The CTDA shall use at least two-thirds of the funds remitted to it under this section to promote travel and tourism in Carrboro and shall use the remainder for tourism-related expenditures. The following definitions apply in this section:

- (1) Net Proceeds. Gross proceeds less the cost to the town of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.
- (2) Promote travel and tourism. To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in these

activities.

(3) Tourism-related expenditures. Expenditures that, in the judgment of the CTDA, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in the town by attracting tourists or business travelers to the town. The term includes tourism-related capital expenditures.”

RECOMMENDATION: The Interim Town Clerk recommends that Town Council reappoint Bridget Pemberton-Smith and Huru Price for a term of one-year. Further, it is recommended that Town Council select Bridget Pemberton-Smith as chair for the CTDA, as she is the senior member of the authority (Attachment A) and is willing to serve in the role.