



Legislation Details (With Text)

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Title: A Resolution Making an Appointment to the Carrboro Tourism Development Authority
PURPOSE: The purpose of this item is for the Board of Aldermen to appoint a member to the Carrboro Tourism Development Authority (CTDA).

Indexes:

Code sections:

Attachments: 1. Attachment A - A Resolution Making an Appointment to the Carrboro Tourism Development Authority, 2. Attachment B - Carrboro Tourism Development Authority Application

Date	Ver.	Action By	Action	Result
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TITLE:

A Resolution Making an Appointment to the Carrboro Tourism Development Authority

PURPOSE: The purpose of this item is for the Board of Aldermen to appoint a member to the Carrboro Tourism Development Authority (CTDA).

DEPARTMENT: Town Clerk

CONTACT INFORMATION: Cathy Dorando - 918-7309

INFORMATION: The CTDA was established by Section 8A of the Carrboro Town Code. The CTDA currently has two members and one vacant seat. The application attached is from Wendy Smith.

The attached resolution appoints Wendy Smith to the CTDA for a term that expires in January 2020.

FISCAL & STAFF 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.

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.

Section 8A-5. Carrboro Tourism Development Authority: Appointment and Membership.

(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 Board of Aldermen. Members need not reside within the town, but at least one-third of the members must be individuals who are affiliated with businesses that collect the tax in the town, and at least three-fourths of the members must be individuals who are 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 Board of Aldermen and may be removed by the Board at any time with or without cause.

(e) Members shall serve without compensation.

RECOMMENDATION: Staff recommends that the Board of Aldermen appoint a new member to serve on the CTDA.