Legislation Text

File #: 19-21, **Version:** 1

TITLE:
A Resolution Making Appointments to the Carrboro Tourism Development Authority and Selecting a Chair Person

PURPOSE: The purpose of this item is for the Board of Aldermen to consider appointing a member to the Carrboro Tourism Development Authority (CTDA) and to select a chair person.
DEPARTMENT: Town Clerk

CONTACT INFORMATION: Cathy Dorando - 918-7309

INFORMATION: The CTDA was established by Section 8A of the Carrboro Town Code. All terms expire annually in January. The Town Clerk advertised the opening and received two applications. The Board shall also appoint a chair person. The current chair is Erin Jobe and she will not seek reappointment to the Authority.

The attached resolution reappoints Daniel Mayer and Donald Strickland to the TDA.

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.

RECOMMENDATION: Staff recommends that the Board of Aldermen review the applications and appoint a new member to serve on the CTDA and appoint a member as chair.

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