



Legislation Text

File #: 22-162, **Version:** 2

TITLE:

Appointments to the Carrboro Tourism Development Authority and Selecting a Chair Person

PURPOSE: The purpose of this item is for the Town Council to consider appointing members to the Carrboro Tourism Development Authority (CTDA) and to select a chair person.

DEPARTMENT: Town Clerk / Economic Development

CONTACT INFORMATION: Wesley Barker, Town Clerk, wbarker@carrboronc.gov <<mailto:wbarker@carrboronc.gov>>; Jon Hartman-Brown, Economic Development Director jhartman-brown@carrboronc.gov <<mailto:jhartman-brown@carrboronc.gov>>

INFORMATION: The CTDA was established by Section 8A of the Carrboro Town Code. All terms expire annually in January. Due to the previous Town Clerk leaving and the new Town Clerk being hired, these appointments still need to be made. The Board shall also appoint a chair person.

Currently, the CTDA cannot meet, and has not been able to for months, because they do not have a quorum due to the resignation of former CTDA member Daniel Mayer. In order to have a quorum, there must be at least 2 members. The only current member is the chair, Donald Strickland, who is up for reappointment and is also interested in continuing as chair. Additionally, Marlin Fludd has submitted their application to serve on the CTDA.

The CTDA has some important business items and in order to conduct business, they must have another member. These items include the FY 22 audit and the FY 23 budget approval.

Upon Council approval, the attached resolution will reappoint Donald Strickland to the CTDA and initially appoint Marlin Fludd to the CTDA.

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 Town Council review the applications and make appointments to serve on the CTDA and appoint a member as chair.