

ORDINANCE O-26-19

A ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF BISBEE, COCHISE COUNTY, STATE OF ARIZONA, ESTABLISHING A TOURISM MARKETING ADVISORY COMMITTEE AND DEFINING ITS PURPOSE, MEMBERSHIP, AND DUTIES.

WHEREAS, pursuant to Article V of the City Charter and Article 2.8 of the City Code, the City Council may, by ordinance, create committees to assist the Council in making decisions concerning the complex issues that face the community; and,

WHEREAS, The City of Bisbee recognizes tourism as a significant contributor to the local economy and seeks to promote and enhance Bisbee as a destination for visitors; and,

WHEREAS, the City desires to receive input from community stakeholders regarding tourism marketing initiatives, visitor attraction strategies, and related tourism promotion activities; and,

WHEREAS, The Mayor and Council find that the creation of a Tourism Marketing Advisory Committee will provide a valuable forum for stakeholder engagement and recommendations regarding tourism marketing efforts.

NOW, THEREFORE, BE IT RESOLVED by The Mayor and Council of the City of Bisbee, County of Cochise, State of Arizona, that:

SECTION 1. Establishment

The Tourism Marketing Advisory Committee ("Committee") is hereby established as an advisory body to the Mayor and Council. The Committee shall be subject to the standard provisions as provided for in Section 2.8.2 of the City Code, except as otherwise amended herein.

SECTION 2. Purpose

The purpose of the Committee shall be to provide input, recommendations, and feedback regarding:

- Tourism marketing strategies and initiatives;
- Tourism promotion and advertising campaigns;
- Opportunities to increase overnight visitation and visitor spending;
- Partnerships with local businesses, organizations, and tourism stakeholders;
- Tourism-related community events and promotional opportunities;
- Review of quarterly reports and updates provided by the City's tourism marketing contractor and providing feedback and recommendations to the Mayor and Council regarding such reports; and
- Other tourism-related matters referred to the Committee by the Mayor and Council.

SECTION 3. Advisory Capacity

The Committee shall serve in a strictly advisory capacity. The Committee shall have no authority to:

- Direct City staff;
- Direct or supervise any contractor, consultant, or marketing firm retained by the City;
- Commit or expend City funds;
- Approve budgets, contracts, or expenditures;
- Participate in the selection of vendors or procurement decisions;
- Establish City policy; or
- Bind the City in any manner.

All final decisions regarding tourism marketing programs, budgets, expenditures, contracts, and policy matters shall remain solely with the Mayor and Council.

SECTION 4. Membership

The Committee shall consist of seven (7) members appointed by the Mayor and Council. To the extent practicable, appointments should include representatives from the following stakeholder groups:

- Hotel and/or lodging industry;
- Restaurant and food service industry;
- Arts, gallery, museum, or cultural organization;
- Recreation, tourism attraction, or event organization; and
- At-large residents.

To ensure broad community representation, appointments should, to the extent practicable, include at least one member residing in each of the City's three wards. The Mayor and Council may consider additional tourism-related experience, community involvement, and stakeholder perspectives when making appointments.

SECTION 5. Terms of Office

Committee members shall serve two-year terms and may be reappointed. Initial appointments may be staggered to promote continuity. Vacancies shall be filled by appointment of the Mayor and Council for the remainder of the unexpired term. The initial appointments shall be as follows as designated by the Mayor:

1. Three (3) members with terms beginning on _____, 2026 and expiring on _____, 2027 (1 year);
2. Four (4) members with terms beginning on _____, 2026 and expiring on _____, 2028 (2 years).

SECTION 6. Meetings

The Committee shall meet at least quarterly, or more frequently as needed. All meetings shall be conducted in compliance with Arizona Open Meeting Law. The Committee shall annually elect a Chair and Vice Chair from among its members.

SECTION 7. Reports and Recommendations

The Committee may review reports and presentations related to the City's tourism marketing activities and may provide comments, feedback, and recommendations regarding tourism marketing priorities, initiatives, and performance. All direction to the City's tourism marketing

contractor shall come solely from the City. All recommendations of the Committee shall be advisory only and shall not be binding upon the City.

SECTION 8. Staff Support

The City Manager or designee shall provide administrative support to the Committee as needed.

SECTION 9. Severability

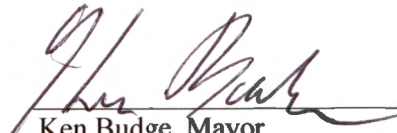
If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

SECTION 10. Repeal

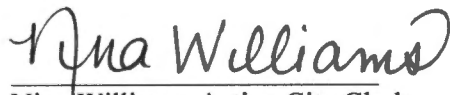
All City of Bisbee resolutions, or motions and parts of resolutions or motions of the Council in conflict with the provisions of this Ordinance are hereby repealed.

PASSED, ADOPTED, AND APPROVED by the Mayor and Council of the City of Bisbee on this 1st day of September 2026.

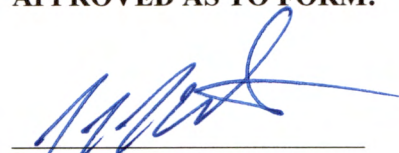
APPROVED:


Ken Budge, Mayor

ATTEST:


Nina Williams, Acting City Clerk

APPROVED AS TO FORM:


Joseph Estes, City Attorney