

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 4, 2005

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: PROPOSED ORDINANCE TO AMEND THE MEMBERSHIP OF THE ALEXANDRIA MARKETING COMMITTEE

ISSUE: Consideration of a proposed ordinance to amend the membership of the Alexandria Marketing Committee ("Committee").

RECOMMENDATION: That City Council pass the ordinance on first reading and schedule it for public hearing, second reading and final passage on Saturday, April 16.

BACKGROUND: The proposed ordinance will amend the City Code to align the City Code with the Council-approved Marketing Fund Guidelines ("Guidelines") by amending the membership of the Marketing Committee by (1) deleting the Old Town Business Association and the Alexandria Promotion Team, (2) changing the Mt. Vernon Trade area to Potomac West Business Association, (3) changing the Alexandria Restaurant Council to Alexandria Restaurants, (4) changing the name of the Alexandria Convention and Visitors Bureau to the Alexandria Convention and Visitors Association, (5) changing the name of the Alexandria Economic Development Program to the Alexandria Economic Development Partnership, and (6) adding the West End Business Association, the Eisenhower Partnership and the City's Office of Historic Alexandria to the Alexandria Marketing Committee. All of these changes have been previously approved by Council through amendments to the Guidelines.

DISCUSSION: The Alexandria Marketing Committee was established in 1993 by City Council as an economic development initiative. The Committee's membership, as listed in the City Code (section 2-4-64), is composed of the City Manager (or his designee) and one representative from each of the following groups or areas:

Current City Code Listing

- Alexandria Chamber of Commerce
- Alexandria Convention and Visitors Bureau
- Alexandria Economic Development Program
- Alexandria Hotel Association
- Alexandria Promotion Team
- Alexandria Restaurant Council

- King Street Metro Enterprise Team
- Landmark Mall
- Old Town Business Association
- Mt. Vernon Avenue Trade area
- Torpedo Factory Artists' Association
- Alexandria City Council

Over the past few years the Committee's membership, as approved by Council and listed in the Marketing Fund Guidelines, has changed and no longer matches the City Code, which was last amended in 1993. The following changes have been made and have been incorporated into the proposed ordinance so that the City Code and Guidelines can be aligned.

- (1) Alexandria Restaurant Council: Since there is no longer an Alexandria Restaurant Council, the Marketing Committee now appoints an Alexandria restaurateur to the Committee.
- (2) Alexandria Promotion Team: This team is no longer active and its membership has been dropped.
- (3) Old Town Business Association: This organization no longer exists, as it has recently merged into KSMET.
- (4) West End Business Association (WEBA): This organization has been added to the Marketing Committee by Council.
- (5) Mt. Vernon Avenue trade area: Potomac West Business Association (PWBA) now represents this interest.
- (6) Office of Historic Alexandria (OHA): Council recently added this City agency to the Marketing Committee.
- (7) Eisenhower Partnership: This organization has been added to the Marketing Committee by Council.
- (8) Alexandria Convention and Visitors Association: This correction reflects a name and organizational change from Alexandria Convention and Visitors Bureau to Alexandria Convention and Visitors Association (ACVA).
- (9) Alexandria Economic Development Partnership: This correction reflects a name and organizational change from Alexandria Economic Development Program to Alexandria Economic Development Partnership (AEDP).

At its March 22, 2005 meeting, Council approved proposed amendments to the City's Marketing Fund Application Guidelines. The amendments altered the Committee membership (deleting Old Town Business Association due to the group's merge with KSMET, and adding the newly formed West End Business Association).

During discussion of these amendments, Council questioned why the Office of Historic Alexandria (OHA) was not represented on the Committee. It was recommended that, because OHA operates museums and represents historical interests, the Guidelines be amended to add a representative from OHA to the Committee. Council approved the addition of OHA, but wanted, before taking City ordinance action in that regard, to gauge the opinion of the members of the Marketing Committee. Committee members have been notified of Council's actions and have no objection to the addition of OHA.

When Council adopts the proposed ordinance the membership of the Marketing Committee, both in the City Code and the Marketing Fund Guidelines, will be:

- City Council
- City Manager
- Alexandria Chamber of Commerce
- Alexandria Convention and Visitors Association (ACVA)
- Alexandria Economic Development Partnership (AEDP)
- Alexandria Hotel Association (AHA)
- Alexandria Restaurants
- Eisenhower Partnership
- King Street Metro Enterprise Team (KSMET)
- Landmark Mall
- Potomac West Business Association (PWBA)
- Torpedo Factory Artists Association
- West End Business Association (WEBA)
- Office of Historic Alexandria (OHA)

FISCAL IMPACT: None.

ATTACHMENT: Proposed Ordinance

STAFF:

Mark Jinks, Assistant City Manager

Ignacio Pessoa, City Attorney

Carol Fetgatter, Administrative Officer, City Manager's Office

Introduction and first reading:	4/12/05
Public hearing:	4/16/05
Second reading and enactment:	4/16/05

INFORMATION ON PROPOSED ORDINANCE

Title

AN ORDINANCE to amend and reordain Section 2-4-64 (COMPOSITION), of Article G (ALEXANDRIA MARKETING COMMITTEE), Chapter 4 (COMMITTEES, BOARDS AND COMMISSIONS), of Title 2 (GENERAL GOVERNMENT) of The Code of the City of Alexandria, Virginia, 1981, as amended.

Summary

The proposed ordinance revises the membership of the Alexandria Marketing Committee, to include a representative of the West End Business Association, and the Director of the Office of Historic Alexandria or the Director's designee. The proposed ordinance also confirms the membership of representatives from the Eisenhower Partnership and Potomac West Business Association on the Committee.

Sponsor

Staff

Mark Jinks, Assistant City Manager
Rose Boyd, Executive Secretary for Boards and Commissions
Ignacio B. Pessoa, City Attorney

Authority

§ 3.04(g), Alexandria City Charter

Estimated Costs of Implementation

None

Attachments in Addition to Proposed Ordinance and its Attachments (if any)

None

ORDINANCE NO. ____

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3 AN ORDINANCE to amend and reordain Section 2-4-64 (COMPOSITION), of Article G
4 (ALEXANDRIA MARKETING COMMITTEE), Chapter 4 (COMMITTEES, BOARDS
5 AND COMMISSIONS), of Title 2 (GENERAL GOVERNMENT) of The Code of the City
6 of Alexandria, Virginia, 1981, as amended.
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8 THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:
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10 Section 1. That Section 2-4-64 of The Code of the City of Alexandria, Virginia,
11 1981, as amended, be, and the same is hereby, amended to read as follows:
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13 Sec. 2-4-64 Composition.
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15 The committee shall consist of ~~the city manager or her designee and the following~~
16 city officers or their designees, and one representative from each of the following groups or
17 areas:
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- 19 (1) Alexandria Chamber of Commerce;
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21 (2) Alexandria Convention and Visitors ~~Bureau~~ Association (ACVA);
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23 (3) Alexandria Economic Development ~~Program~~ Partnership (AEDP);
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25 (4) Alexandria Hotel Association (AHA);
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27 (5) ~~Alexandria Promotion Team~~ Alexandria City Manager or designee;
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29 (6) Alexandria Restaurants ~~Council~~;
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31 (7) King Street Metro Enterprise Team (KSMET);
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33 (8) Landmark Mall;
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35 (9) ~~Old Town Business Association~~ Eisenhower Partnership;
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37 (10) ~~Mt. Vernon Avenue Trade area~~ Potomac West Business Association
38 (PWBA);
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40 (11) Torpedo Factory Artists' Association (TFAA); and
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42 (12) Alexandria City Council;
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44 (13) West End Business Association; and
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(14) Director of the Office of Historic Alexandria or designee.

Section 2. That no provision of this ordinance shall be deemed to affect the appointments or terms of the members of the Alexandria Marketing Committee in office on the effective date hereof.

Section 3. That this ordinance shall become effective upon the date and at the time of its final passage.

WILLIAM D. EUILLE
Mayor

Introduction: 4/12/05
First Reading: 4/12/05
Publication:
Public Hearing:
Second Reading:
Final Passage: