

ORDINANCE NO. 3672

AN ORDINANCE to amend and reordain Chapter 4 (COMMITTEES, BOARDS AND COMMISSIONS) by adding thereto a new Article G (ALEXANDRIA MARKETING COMMITTEE), and to amend and reordain subsection (9) (BOARDS AND COMMISSIONS), subsection (a) (SUBJECT OFFICERS AND EMPLOYEES), Section 2-5-11 (FINANCIAL DISCLOSURE STATEMENT REQUIRED), Article B (FINANCIAL DISCLOSURE), Chapter 5 (OFFICERS AND EMPLOYEES) by adding thereto a new subsection (m) (ALEXANDRIA MARKETING COMMITTEE), all of Title 2 (GENERAL GOVERNMENT) of The Code of the City of Alexandria, Virginia, 1981, as amended.

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That Chapter 4, Title 2 of The Code of the City of Alexandria, Virginia, 1981, as amended, be, and the same hereby is, amended and reordained by adding thereto a new Article G to read as follows:

ARTICLE G

Alexandria Marketing Committee

Sec. 2-4-63 Established.

(a) There is hereby established a standing committee known as the Alexandria Marketing Committee.

Sec. 2-4-64 Composition.

The committee shall consist of the city manager or her designee and one representative from each of the following groups or areas:

- (1) Alexandria Chamber of Commerce;
- (2) Alexandria Convention and Visitors Bureau;
- (3) Alexandria Economic Development Program;
- (4) Alexandria Hotel Association;
- (5) Alexandria Promotion Team;
- (6) Alexandria Restaurant Council;
- (7) King Street Metro Enterprise Team;
- (8) Landmark Mall;
- (9) Old Town Business Association;
- (10) Mt. Vernon Avenue Trade area;

(11) Torpedo Factory Artists' Association; and

(12) Alexandria City Council.

Sec. 2-4-65 Appointment; procedures, and organization.

(a) Each group listed in section 2-4-64 shall nominate a representative who shall be appointed by the mayor to serve as a member of the Alexandria Marketing Committee. Such members shall serve for a term of three years; provided, however, that of the members first appointed, four shall be appointed for terms of one year, four shall be appointed for terms of two years, and four shall be appointed for terms of three years, as determined by lot.

(b) Except as to the manner of appointment specified in subsection (a) hereof, the committee shall be subject to the provisions of this Article.

(c) Notwithstanding the provisions of section 2-4-9, the executive secretary shall provide no administrative or clerical assistance or resources to the committee.

Sec. 2-4-66 Functions; powers; duties.

(a) The purpose of the committee is to foster public/private cooperation and coordination among multiple businesses and organizations to promote Alexandria as a destination for visiting, shopping, dining and doing business; to leverage public dollars with private investment, and to bring increased revenues to the City of Alexandria.

(b) The committee shall administer the marketing fund established by city council and may make grants from such monies as may be available therein.

(c) In making such grants, the committee shall adhere to the mission statement, goals and objectives of the Alexandria Marketing Plan, and shall likewise adhere to the guidelines for applications for grants from the marketing fund, as the same have been adopted, and may from time to time be amended, by the City Council.

Section 2. That section 2-5-11(a)(9) of the Code of the City of Alexandria, Virginia, 1981, as amended, be, and the same hereby is, amended and reordained by adding thereto a new subsubsection m to read as follows:

m. Alexandria Marketing Committee.

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

PATRICIA S. TICER
Mayor

Final Passage: October 16, 1993