

ORDINANCE NO. 4500

AN ORDINANCE to repeal Article G (ALEXANDRIA MARKETING COMMITTEE) of Chapter 4 (COMMITTEES, BOARDS AND COMMISSIONS); to amend the said Chapter 4 by adding thereto revised Article G.1 (ALEXANDRIA MARKETING COMMITTEE AND COORDINATING COUNCIL), and to amend and reordain Section 2-5-11(a)(9)m (ALEXANDRIA MARKETING COMMITTEE) of Article B (FINANCIAL DISCLOSURE), Chapter 5 (OFFICERS AND EMPLOYEES), 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 Article G, Chapter 4, Title 2 of The Code of the City of Alexandria, Virginia, 1981, as amended, be, and the same is hereby, repealed in its entirety, and the Alexandria Marketing Committee therein established is abolished.

Section 2. 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 revised Article G.1, to read as follows:

[The following is all new language.]

ARTICLE G.1 Alexandria Marketing Committee and Coordinating Council

Sec. 2-4-63 Alexandria Marketing Committee Established.

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

Sec. 2-4-64 Same - composition.

The committee shall consist of seven members: one citizen-at-large and six additional members with a variety of experience or expertise in the following areas:

- (1) Marketing/Communications;
- (2) Advertising Agency/Public Relations;
- (3) Media Buyer;
- (4) Graphic Design/Production;
- (5) Media Relations/Media Outlet.

Sec. 2-4-65 Same - appointment, procedures, and organization.

- (a) The committee shall be appointed by city council, based on nominations by the Alexandria Marketing Coordinating Council. The committee members shall be

appointed for terms of three years; however, of the members first appointed, two shall serve a term of one year, two shall serve a term of two years, and three shall serve a term of three years, to be determined by city council in making the initial appointments.

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

Sec. 2-4-66 Same - 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 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.

Sec. 2-4-67 Alexandria Marketing Coordinating Council established.

There is hereby established a standing committee known as the Alexandria Marketing Coordinating Council.

Sec 2-4-68 Same - composition.

The council shall consist of the six members: one designee of the city manager and five additional members, each of whom shall represent one of the following entities:

- (1) Alexandria Chamber of Commerce;
- (2) Alexandria Convention and Visitors Association (ACVA);
- (3) Alexandria Economic Development Partnership (AEDP);
- (4) Alexandria Commission for the Arts;
- (5) Office of Historic Alexandria.

Sec. 2-4-69 Same - appointment; procedures, and organization.

- (a) Each entity listed in section 2-4-68 shall nominate a representative who shall be appointed by the mayor to serve as a member of the Alexandria Marketing Coordinating Council.

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

Sec. 2-4-70 Same - Functions; powers; duties.

- (a) The purpose of the council 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 council shall advise applicants for marketing fund grants; advise the city council, in consultation with the members of the Alexandria Marketing Committee, as to the marketing fund guidelines; advise the Marketing Committee as to grant applications, and nominate members of the Alexandria Marketing Committee.
- (c) In making recommendations on grants, the council shall 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 3. That Section 2-5-11(a)(9)m of the Code of the City of Alexandria, Virginia, as amended, be, and the same hereby is, amended and reordained to read as follows:

- m. Alexandria Marketing Committee and Alexandria Marketing Coordinating Council.

Section 4. That this ordinance shall become effective upon the date and at the time of its final passage.

WILLIAM D. EUILLE
Mayor

Final Passage: October 13, 2007