

ORDINANCE NO. 11 - 20

AN ORDINANCE OF THE CITY OF BERE, KENTUCKY, AMENDING THE CODE OF ORDINANCES OF THE CITY OF BERE, KENTUCKY, BY ADDING SECTION 22.800, PROVIDING FOR THE ESTABLISHMENT OF THE DEPARTMENT OF BUSINESS AND TOURISM DEVELOPMENT, AND REVISING SECTION 22.203 OF THE BERE CITY CODE TO BE IN CONFORMANCE WITH THE NEW SECTION 22.800.

WHEREAS, the City of Berea has a Business Development Department and a Tourist and Convention staff, which have separate management and duties; and

WHEREAS, the scope of the missions and responsibilities of the Business Development Department and the Tourist and Convention staff are somewhat overlapping and good administration requires coordination and cooperation; and

WHEREAS, the City Council desires to minimize redundant administrative activities, and to streamline the performance of administrative functions, as well as integrating the efforts of both the Department of Business Development and the Tourist and Convention staff; and

WHEREAS, it is deemed to be in the interest of administrative efficiency to combine the management of the Business Development Department with the administrative functions of the Tourist and Convention Commission; and

WHEREAS, the City Council finds that such administrative efficiency is necessary for the enhancement of public safety, well-being, health, and the continued business development, and tourism and convention development, of the City;

NOW, THEREFORE, be it ordained by the City Council of the City of Berea, Kentucky, that the Code of Ordinances of the City of Berea be revised as follows:

SECTION I

That the Code of Ordinances is hereby amended to add Section 22.800, and such section shall read as follows:

§ 22.800 DEPARTMENT OF BUSINESS AND TOURISM DEVELOPMENT

1. A Department of Business and Tourism Development is hereby established for the purpose of the promotion and development of the economic resources of the city. The Department of Business and Tourism Development shall consist of a director, program managers for tourism, communication manager, and such other managers and employment positions as may hereafter be specified in the budget of the City of Berea, or by other appropriate actions by the Mayor or the City Council.
2. The purposes of the Department of Business and Tourism Development shall include the promotion, development, preservation and enhancement of the economic and physical environment and general economic resources of the City of Berea's business, commercial, recreational, and tourism and convention sectors. Specific duties include, but are not limited to, research into economic conditions and trends of the City and the formation of recommendations, programs, policies and procedures, plans, to improve conditions and enhance growth and development. Specific duties could include the creation of new or coordination of existing programs, activities, and opportunities to promote development and economic growth in The City. The Department shall annually prepare and transmit to the Mayor and City Council a report of its activities, an annual budget report and a report of its recommendations for improving such economic conditions and development including analysis of budget impacts of said recommendations.

3. The Director of the Department of Business and Tourism Development shall oversee and supervise the program managers, and other positions which may be created in the budget, or other appropriate actions of the Mayor or the City Council, who shall be hired by the Mayor subject to approval by the Tourist and Convention Commission.
4. The program directors of the Department of Business and Tourism Development, the administrative functions of such program directors, the employees supervised by the program directors, advertising, supplies for staff, website, janitorial services, and such other expenses that are specific to tourism and convention activities/promotion shall be funded by the budget of the Tourist and Convention Commission. All other activities and functions of the Department of Business and Tourism Development shall be funded in the General Fund of the City of Berea annual fiscal year budget. These allocations will be made in the City annual budget.

SECTION II

That the Code of Ordinances is hereby amended to revise Section 22.203 so that such section shall read as follows:

§ 22.203 ORGANIZATION, DUTIES AND RESPONSIBILITIES

- (A) The commission shall elect from its members a chairman and a treasurer, and may employ such personnel, subject to the provisions of Section 22.800, and make such contracts as necessary to carry out its purpose of KRS 91A.350 to 91A.390.
- (B) The commission shall annually submit to the city council a request for funds for the operation of the commission for the ensuing year, which shall include

provisions for the administrative functions and personnel specified in Section 22.800, and a report of the operation of the commission during the preceding year.

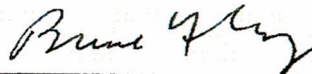
SECTION III

All ordinances or parts of ordinances in conflict herewith are repealed. This ordinance shall be published according to law.

FIRST READING: May 19, 2020.

SECOND READING AND ENACTMENT: June 2, 2020.

APPROVED BY:



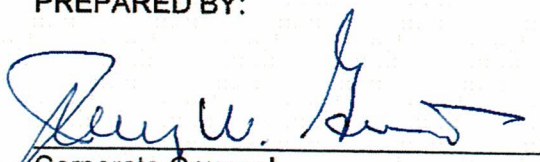
Bruce Fraley, Mayor

ATTEST:


Clerk of the City Council

Published this 3 day of June, 2020.

PREPARED BY:


Corporate Counsel