

**AN ORDINANCE TO AMEND MANCHESTER MUNICIPAL CODE 2-301 ET. SEQ.,
TO CREATE A DEPARTMENT OF TOURISM AND ADVISORY BOARD**

WHEREAS Manchester Municipal Code 2-301 et. seq. currently establishes the rules governing the meetings and organization of the Tourist and Community Development Commission and for the conduct of the meetings of said Commission; and,

WHEREAS the Board of Mayor and Alderman feel it appropriate to amend the current structure established in said code chapter, and establish a Department of Tourism and advisory board, to further the conduct of orderly and efficient promotion of tourism, to conduct the operations of the Event Center, and believe these additions are prudent for the efficiency of government.

BE IT THEREFORE ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF THE CITY OF MANCHESTER, TENNESSEE that Manchester Municipal Code 2-301 et. seq. be deleted in its entirety and the following provisions enacted in its place as follows:

“CHAPTER 3

DEPARTMENT OF TOURISM AND ADVISORY BOARD

SECTION

- 2-301. Department established.
- 2-302. Purpose.
- 2-303. Funding.
- 2-304. Citizen's advisory board.
- 2-305. Function of citizen's advisory board.
- 2-306. Appointment of executive director.
- 2-307. Fiscal and budgetary requirements.

2-301. Department established. There is hereby established a Department of Tourism for the purpose of promoting tourism and convention business within the corporate limits of Manchester, Tennessee and to manage the Manchester Event Center.

2-302. Purpose. The Department of Tourism shall plan to conduct programs of information and publicity designed to attract to the city, tourists, visitors, and other interested persons from outside of the corporate limits, and to also encourage and coordinate the efforts of other public and private organizations or groups of citizens to publicize the facilities and attractions of

the area for the same purpose. The department shall also oversee and operate the event center and welcome centers of the city.

2-303. Funding. The department shall be funded by the following sources of revenue:

- (1) From the Hotel/Motel Tax Fund, 100 percent of the Hotel/Motel Tax.
- (2) Revenues derived from the event center operations and other revenues generated by department operations.
- (3) Such other funds or appropriations as may be budgeted by the board of mayor and aldermen.

2-304. Citizen's advisory board. (1) There is hereby established a citizen's advisory board for the department of tourism. The board shall be comprised of 7 voting members as set out below. The board shall consist of people from the following segments of the community:

- City Aldermen
- City Aldermen
- Lodging facilities
- Restaurants
- Retail
- At-large
- At-large
- City Mayor (ex-officio)
- Chamber of Commerce Executive Director or his/her designee (ex-officio)
- Tourism Executive Director (ex officio)

(2) Terms of office. The two city alderman members of the citizens advisory board shall serve two (2) year terms which shall be staggered. At their initial appointment, one city alderman appointee shall be given a one-year term, and the second city alderman appointee shall be given a two-year term. Thereafter, all city alderman appointees shall have two-year terms. The two at-large members of the Board shall have their first term be one year, and the other three members shall be two-year appointments. Thereafter all five members of the board which represent various segments of the community shall have two-year terms.

(4) Appointment process. The Board of Mayor and Aldermen of the City of Manchester shall confirm the appointment by the mayor of the two city Alderman members and the 5 voting members of the board representing the various segments of the economy as set out above. Following submittal of the mayor's appointments to the Board of Mayor and Alderman on or by January 15th of each year, the Board of Mayor and Aldermen shall, at their next regularly scheduled board meeting, consider the mayor's appointments to the board. If any recommended appointee shall not receive confirmation of the Board of Mayor and Aldermen, the mayor shall make further appointments to

the Board of Mayor and Aldermen. If a successful confirmation has not been made after three nominations from the mayor, the mayor will then appoint someone from that segment of the community to the board without further action required.

(5) Board attendance policy. Members of the citizens advisory board shall be required to attend at least sixty percent (60%) of the regularly scheduled meetings of the board. Any member not attending sixty percent (60%) of the regular board meetings in the year following first appointment and annually thereafter shall be removed from the board unless waived if there are extenuating circumstances as determined by a vote of the citizen's advisory board. Prior to the expulsion of any member, a notice must be sent to a member advising of the possibility of expulsion if additional meetings are missed. No meeting of the Advisory Board shall be held unless four voting members are present, which shall be deemed to create a quorum.

2-305. Function of citizens advisory board. The role and function of the advisory board shall be advisory in nature, providing guidance and recommendations to the Board of Mayor and Aldermen and the Executive Director of Tourism, relating to the development of the operational policy for the Department of Tourism, and the expenditure for any and all funds appropriated for use by the department including, but not limited to, any advertising budgets established in conjunction with the public or private sector. The board shall meet upon call, or at a regularly scheduled place and time and shall advise and assist the Department of Tourism in the formulation of goals, budgetary guidelines, marketing plans and other such policies as are necessary to best serve the citizens of the City of Manchester. The board shall annually elect a chairman, vice-chairman and a secretary, maintain accurate minutes of each and every meeting, and otherwise comply with the laws of this state in regard to providing adequate notice and publication of each meeting. The advisory board, may from time to time, adopt such bylaws, as it may consider advisable, as long as it doesn't conflict with established law.

2-306. Appointment of executive director. The city mayor shall recommend an executive director as the administrative head of the Department of Tourism to be approved by the Board of Mayor and Alderman. The salary, benefits and job description for the executive director shall be fixed by the Board of Mayor and Aldermen.


2-307. Fiscal and budgetary requirements. The Department of Tourism shall present an annual budget, and any and all expenditures shall be made in accordance with the established budget, and otherwise in the same manner and under the same guidelines provided for in the city charter. The executive director and the Department of Tourism citizens advisory board shall prepare and submit to the city finance director an administrative budget and, in addition thereto, are authorized to budget separately any special advertising or promotional budget designed for specific purposes for the city. “

BE IT FURTHER ORDAINED BY THE BOARD OF MAYOR AND ALDERMEN OF
THE CITY OF MANCHESTER, TENNESSEE that this ordinance shall take effect on and after
its publication and passage, the public welfare of the City of Manchester, Tennessee requiring it.

PASSED FIRST READING: _____ December 2 _____, 2025

PASSED SECOND AND FINAL READING: _____ April 7 _____, 2026


Anthony Burrows, Finance Director


Joey Hobbs, Mayor