



## CITY OF DUNWOODY

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# MEMORANDUM

**To:** Honorable Mayor and City Council  
**From:** Warren Hutmacher, City Manager  
**Date:** July 13, 2009  
**Subject:** **Dunwoody Convention and Visitors' Bureau Update**

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The City of Dunwoody Charter (SB 82) authorizes creates a Dunwoody Convention and Visitors' Bureau (CVB).

The Mayor and Council have expressed a desire to organize a CVB as either a 501c(6) private non-profit or as a Authority under state law.

This memo will lay out the process and timeline for the Mayor and Council to organize a CVB and will also lay out the fundamental differences between a 501c(6) and an Authority, as requested by Council.

### July 13<sup>th</sup> Council Meeting

Mayor and Council will advise staff regarding their preference for either a 501c(6) structured CVB or an Authority to manage tourism related activities on behalf of the City of Dunwoody. Mayor and Council will further advise staff regarding the proposed membership criteria for the CVB, i.e. – number of members, criteria for appointments, etc...

### July 20<sup>th</sup> Work Session

Staff will present the following documents for Council review:

- Proposed Ordinance or Resolution organizing a CVB
- Proposed By Laws for the CVB
- Proposed management contract between the CVB and the City of Dunwoody
- Council proposed Board Members



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### July 27<sup>th</sup> Council Meeting

Council will take the following actions:

- Either hold a first reading for an ordinance establishing a Authority to manage tourism related activities for Dunwoody or vote on a resolution establishing a 501c(6) to perform the same function. If an Authority is chosen, the 2<sup>nd</sup> read and vote on establishing the Authority would not be held until at least August 10<sup>th</sup>, 2009.
- For a 501c(6) – vote to propose By Laws governing the CVB
- For a 501c(6) – vote on a management contract between the 501c(6) and the City.
- For a 501c(6) – vote on board members

### August 10<sup>th</sup> Council Meeting

If an Authority is chosen, the Council would vote on 2<sup>nd</sup> read of the Ordinance organizing the Authority as well as the proposed By Laws and Management Contract with the Authority at this time. In addition, board members would be voted on.

### Elements of a 501c(6) and Authority

<u>Questions</u>	<u>501c(6)</u>	<u>Authority</u>
Who appoints the members?	Mayor and Council	Mayor and Council
How many members?	Complete discretion of the Mayor and Council	Complete discretion of the Mayor and Council
Can the body accept grants?	Yes	Yes
Can the body issue bonds?	No	Yes
Can the body be dissolved?	Yes	Yes
Can an elected official serve?	Yes	No
Is the body a component unit of the City for audit purposes?	Depends on the makeup of the membership of the Board and the amount of financial involvement the City has in the organization.	Depends on the makeup of the membership of the Board and the amount of financial involvement the City has in the organization.

The clear cut difference between an Authority and 501c(6) is the ability of an Authority to issue revenue bonds.