

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Planning and Economic Development
AGENDA DATE: November 30, 2010
CONTACT PERSON/PHONE: Kathy Dodson, PhD, Director 541-4670
DISTRICT(S) AFFECTED: All

SUBJECT:

Formal report of the Economic Development, Planning and Tourism Legislative Review Committee meeting held on November 4, 2010 at 8:30 a.m. as submitted by City Representative Steve Ortega, Chair. [Economic Development, Kathryn B. Dodson, (915) 541-4872]

BACKGROUND / DISCUSSION:

Report to the Mayor and Council of the Economic Development, Planning and Tourism Legislative Review Committee meeting held on November 4, 2010 at 8:30 a.m.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

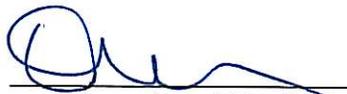
N/A

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



Department Head

Information copy to appropriate Deputy City Manager



**LEGISLATIVE REVIEW COMMITTEE
Meeting Action Report**

Committee: Economic and Development, Planning and Tourism

Members: City Representative Steve Ortega (Chair)
City Representative Susie Byrd
City Representative Beto O'Rourke
City Representative Ann Lilly

Staff Assignee: Kathryn Dodson, Ph.D., Director – Economic Development

Date of Meeting: November 4, 2010 – 8:30 p.m.

1. Discussion and action to direct City staff to begin economic development negotiations related to possible financial incentives for the construction of a SmartCode development located on the northeast corner of Montana and Loop 375 (El Cruzero development project).

[Economic Development, Kathryn B. Dodson, PhD, (915) 541-4670]

Summary:

Read into record to delete item from agenda.

Action taken:

No formal action was needed on the item.

2. Discussion and action to direct City staff to begin economic development negotiations related to possible financial incentives for the construction of a SmartCode development located along 1-10, between Executive Dr. and Mesa (Miner Village development project).

[Economic Development, Kathryn B. Dodson, PhD, (915) 541-4670]

Summary:

Read into record to delete item from agenda.

Action taken:

No formal action was needed on the item.

3. Discussion and action on the creation of a Qualified Event Marketing Support fund to be administered through the Convention and Visitors Bureau (CVB), reallocation of Texas vs the Nation Support Funds, and additional quality of life events in downtown.

[El Paso CVB, Brian Crowe, (915) 534-0667]

Summary:

Bill Blaziek presented Situation Analysis of CVB funds and proposed the \$200,000 from Texas vs. Nation Support Fund be allocated to CVB advertising budget (\$100,000) and to create a Qualified Event Support Program (\$100,000). City Representative Beto O'Rourke asked to amend current proposal to instead allocate all funds being requested to market specific events with a high return on investment. A subsequent discussion followed on HOT revenue and how to allocate funds for advertising catalytic events that spur tourism.

Action taken:

The LRC approved unanimously to direct Planning and Economic Development, Museums and Cultural Affairs, and CVB to present to City Council proposals for community events with a concentration on downtown El Paso.

SUBMITTED BY:



City Representative Steve Ortega, District 7
Chair, Economic and Community Development, Quality of Life
and Tourism



Kathryn Dodson, Ph.D., Director
Planning and Economic Development