



Legislation Text

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AN ORDINANCE TO ESTABLISH A SPORTS ADVISORY COMMITTEE; PROVIDING FOR MEMBERSHIP, PURPOSE, AND DUTIES; AND FOR OTHER PURPOSES

WHEREAS, the City Council finds that coordinated planning of youth sports programming and sports tourism initiatives promotes economic development, responsible stewardship of the City’s facilities, equitable access to recreational opportunities, and enhanced community engagement; and

WHEREAS, it is the desire of the City Council to establish a Sports Advisory Committee (“Committee”) to evaluate and recommend best practices, operational models, and tourism strategies related to youth sports programming and the City’s sports-related facility utilization; and

WHEREAS, it is the desire of the City Council that the committee created herein shall serve in an advisory capacity only and shall not possess independent contracting, budgeting, or regulatory authority.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF JONESBORO, ARKANSAS, AS FOLLOWS:

Section 1. There is hereby established a Sports Advisory Committee (the “Committee”) to serve as an advisory body to the City Council.

Section 2. The Committee shall be made up of the following members:

1. One member of the City of Jonesboro, Arkansas Public Facilities Board (the “Public Facilities Board”);
2. One member of the City of Jonesboro Advertising and Promotions Commission (the “A&P Commission”);
3. The Chair of the Public Services Council Committee;
4. Five Members at Large. One Member at Large may be recommended for appointment by the Public Facilities Board and one Member at Large may be recommended for appointment by the A&P Committee. All Members at Large shall have demonstrated experience in youth athletics, sports tourism, recreation management, nonprofit governance, or related fields.
5. All Committee members shall serve three year terms and shall be appointed in accordance with the rules established by the Jonesboro Code of Ordinances.
6. The Director of the City’s Parks and Recreation Department shall serve as an ex-officio, non-voting member of the Committee.

Section 3. The Committee shall have the following duties:

1. Evaluate and review youth sports programming/management models from other municipalities and recommend models that would enhance and promote sports tourism in the

City and recommend implementation or changes to current models when appropriate.

2. Analyze opportunities to expand sports tourism, including tournament hosting, regional partnerships, branding strategies, and enhancements of the City's facilities.
3. Develop recommended standards for accountability, program quality, safety compliance, and performance metrics for youth sports providers operating or utilizing the City's facilities.
4. Submit written recommendations to the City Council for review and action.

The Committee may request non-confidential information from the City as reasonably necessary to fulfill its advisory function.

Section 4. Limitations of Authority

The Committee:

1. Shall not enter into contracts.
2. Shall not expend public funds.
3. Shall not bind the City or any of the City's boards or commissions.
4. Shall not exercise administrative control over City employees or facilities.

All recommendations shall be advisory only and subject to approval by the City Council.

Section 5. Meetings and Transparency

1. The Committee shall meet at least quarterly and shall provide an annual written report to the City Council summarizing its findings and recommendations.
2. At the first meeting of the Committee it shall elect all necessary officers.
3. No later than the second meeting of the Committee, it shall adopt By-Laws to govern its policies and procedures.
4. The Committee shall comply with all applicable provisions of the Arkansas Freedom of Information Act.

Section 6. If any provision of this Ordinance is found invalid, the remaining provisions shall remain in full force and effect.