

CITY OF SEGUIN**TO:** City Council**FROM:** Blaire Friar, Destination Seguin Director**DATE:** July 21, 2026**SUBJECT:** Ordinance to Dissolve the Convention and Visitors Bureau (CVB) Board**It's real.****Historical Background**

The Seguin Convention and Visitors Bureau (CVB) Board was established to serve in an advisory capacity on tourism-related initiatives.

The Board has not convened or performed its intended advisory functions since 2022.

Tourism and destination management efforts are currently administered by City staff under the supervision of the City Manager and with direct policy oversight from City Council.

In municipal CVB structures, advisory boards are optional and typically serve in a non-governing capacity. In Seguin, these advisory functions are already fulfilled through direct staff reporting and established City processes.

The Destination Seguin Department operates with a small team that currently supports multiple boards and programs. Additionally, tourism-related funding and performance are reviewed through existing processes, including presentation of the annual Hotel Occupancy Tax (HOT) funding request to the City Council HOT subcommittee and an annual report to City Council.

Action Requested

Consider and approve an ordinance repealing Division 5, Sections 2-111 through 2-116 of the Code of Ordinances, thereby dissolving the Seguin Convention and Visitors Bureau Board.

Procurement Methodology

Not applicable.

Funding Source

No fiscal impact is anticipated. The Destination Seguin Department will continue to be funded through the Hotel Occupancy Tax in accordance with the annual budget process.

Staff Recommendation

Staff recommends approval of the ordinance dissolving the CVB Board to eliminate an inactive advisory body, streamline operations, and allow staff to focus resources on

active programs while maintaining accountability through City Council oversight and existing reporting processes.

Attachments

Ordinance