



City of West Plains
1910 Holiday Lane
West Plains, Mo.
417.256.7176

May 22, 2026

From: Melissa Wharton, Tourism Manager

Re: Changes to Tourist Development Advisory Council Committee bylaws

Executive Summary

A subcommittee of the Tourist Development Advisory Council has reviewed the current bylaws in the Code of Ordinances and recommends updates to the board structure and language to better reflect current Tourism Department operations. The proposed changes were approved by the Tourist Advisory Council at its May 21, 2026 meeting.

Discussion

A summary of the changes is as follows:

- Sec. 2-294 – Reducing the number of members from 10 to 7, which is more in line with the city's other advisory boards. Industry standard for tourism boards in Missouri is 5-7 members.
- Sec. 2-295 – The makeup of the board was revised to read one hotel/motel representative, three active in the tourism industry, and the remaining are residents from Howell County, all serving staggered two-year terms. Membership would no longer be tied to specific organizations. Also, members are required to be present either in person, virtually or via telephone, and quorums would then consist of four voting members.
- Sec. 2-297 – Revised to read that the tourism department, with guidance from the Tourist Advisory Council, shall present the annual budget to the city administrator and then to city council for approval.
- Sec. 2-298 – Revised to reference the Tourism Community Grants and the Tourism Advisory Council's role in voting on those applications and submitting them to city council for consideration.

Fiscal Impact

There is no fiscal impact with these changes.

AN ORDINANCE OF THE CITY OF WEST PLAINS, MISSOURI, AMENDING SEVERAL PROVISIONS OF DIVISION 5 OF THE CITY OF WEST PLAINS MUNICIPAL CODE RELATING TO THE TOURIST DEVELOPMENT ADVISORY COUNCIL.

WHEREAS, the Tourist Development Advisory Council has reviewed the provisions of the city code governing the council and recommends revisions to better reflect the current operations, structure, and responsibilities of the city's tourism department; and

WHEREAS, the proposed amendments update the council's membership, meeting requirements, and administrative duties to improve the efficiency and effectiveness of the council; and

WHEREAS, the Tourist Development Advisory Council approved the proposed amendments at its May 21, 2026, meeting and recommends their adoption by the city council to enhance the administration of the city's tourism program.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WEST PLAINS, MISSOURI AS FOLLOWS:

Section 1. The following sections of Division 5 of the Municipal Code are hereby amended to read as follows:

DIVISION 5. – TOURIST DEVELOPMENT ADVISORY COUNCIL

Sec. 2-294. Established; appointment.

The city council hereby establishes an advisory board to consist of seven members, to be named the Tourist Development Advisory Council. Members of the Tourist Development Advisory Council shall be appointed by the mayor, and their appointments shall be confirmed by the city council.

Sec. 2-295. Member selection, terms, and attendance.

One of the members of the tourist development advisory council shall be selected from the hotel/motel industry in West Plains. Three members shall be active in the tourism industry or be affiliated with general business interests in the city. The remaining selected members must be residents of Howell County and serve as at-large representatives of the community. All members shall serve staggered two (2) year terms.

Members are required to be present either in person or virtually at the regularly scheduled meetings and may be replaced when more than two consecutive meetings are missed. Any member attending by telephone may participate in discussion but shall not be counted as part of a quorum and shall not be allowed to vote.

A quorum of the Tourist Development Advisory Council shall consist of four (4) voting members. No official action may be taken without a quorum present. Actions of the board shall be by majority vote of the voting members present and voting at a meeting at which a quorum is established. The non-voting city council liaison shall not count toward a quorum.

Sec. 2-296. Officers.

The Tourist Development Advisory Council shall annually elect from its members one chairperson, and one vice-chairperson. The City Clerk or their designee shall serve as the recorder of minutes.

Sec. 2-297. Tourism department budget.

The Tourism Department, with guidance from the Tourist Development Advisory Council, shall annually present to the City Administrator recommended expenditures for revenues collected from the tax on sleeping rooms paid by transient guests of hotels and motels. The City Administrator may include these recommendations in the proposed city budget for consideration by the City Council.

In developing its recommendations, the Tourist Development Advisory Council shall prioritize the most effective use of such funds to promote tourism, conventions, and related activities within the city. The City Administrator may incorporate these recommendations into the budget submitted to the City Council.

The city council shall have final authority to appropriate such funds.

Sec. 2-298. Other recommendations.

The Tourist Development Advisory Council shall review applications submitted for Tourism Community Grants and evaluate each request for consistency with the tourism department's objectives and priorities. Following such review, the Tourist Development Advisory Council shall make formal budgetary recommendations to the City Council regarding the allocation of available tourism funds.

Secs. 2-299 – 2-329. Reserved.

Section 2. This ordinance shall be in full force and effect from and after the date of its passage by the city council.

PASSED AND APPROVED THIS ____ DAY OF _____, 20____.

CITY OF WEST PLAINS, MISSOURI

MAYOR MICHAEL TOPLIFF

ATTEST:

CITY CLERK KELLIE MAYERS