



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: July 20, 2026

Re: Ordinance Amending Sec. 26-83, Convention and Visitors Advisory Board

Impacted Ward: Citywide

Executive Summary

Staff is requesting an amendment to Sec. 26-83 of the City code to expand the Convention and Visitors Bureau (CVB) Advisory Board from twelve (12) to thirteen (13) members and to establish one board position for an owner or operator of a short-term rental (STR) located within the City of Columbia.

Discussion

Pursuant to City Code Sec. 26-83, the CVB Advisory Board currently consists of twelve (12) members appointed to two-year terms. The ordinance specifies that five (5) members shall be owners or operators of hotels or motels within the city limits, with the remaining members representing the tourism industry and the community at large.

In June 2025, short-term rentals became subject to the City's lodging tax. As a result, STR operators now contribute to the same funding source that supports Convention and Visitors Bureau operations and tourism development initiatives.

At the June 1, 2026 meeting, the City Council discussed the composition of the CVB Advisory Board and the value of including representation from the short-term rental community. Council expressed support for expanding the Board to thirteen (13) members and creating a dedicated position for an owner or operator of a short-term rental located within the city limits.

The proposed amendment will provide representation for an evolving segment of Columbia's lodging industry while preserving the existing balance of hotel, motel, tourism, and public representation currently reflected on the Board.

To maintain a balanced rotation of Board appointments, the initial appointment to the new short-term rental representative position will be for a one-year term ending in September 2027. Thereafter, the position will follow the Board's standard two-year appointment cycle.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Organizational Excellence, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
June 1, 2026	REP30-26 : Consideration for the Addition of a Short-Term Rental Representative to the Convention and Visitors Advisory Board.

Suggested Council Action

Approval of the legislation.