



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 1, 2026

Re: Report on Consideration of Convention & Visitors Bureau Advisory Board Composition – Addition of Short-Term Rental Representation

Impacted Ward: Citywide

Executive Summary

Staff is seeking Council input regarding the potential addition of a representative from the short-term rental (STR) community to the Convention and Visitors Bureau (CVB) Advisory Board. With STR properties now contributing to the City's lodging tax, staff is evaluating whether board composition should be modified to reflect this segment of the local lodging industry. Council input is requested on whether to expand the board from twelve (12) to thirteen (13) members or to maintain the current size and consider alternative approaches.

Discussion

Pursuant to City Code, Sec. 26-83, the CVB Advisory Board currently consists of twelve (12) members, each appointed to two-year terms. The ordinance further specifies that five (5) members shall be owners or operators of hotels or motels within the city limits, and that all members shall have demonstrated an interest in the convention and tourism business.

Short-term rentals (STRs) became subject to the City's lodging tax in June 2025. As a result, this segment of the lodging industry now contributes to the primary funding source for Convention and Visitors Bureau (CVB) operations and tourism development initiatives.

Staff believes the inclusion of an STR owner/operator on the CVB Advisory Board is both appropriate and beneficial, particularly in discussions related to lodging trends, visitor behavior, and tourism impacts. Including an STR representative could enhance the Board's ability to reflect the full spectrum of the local lodging industry

At the same time, staff recognizes the importance of maintaining a balanced and effective board structure. Consideration should be given to whether adding an additional member expanding the board to thirteen (13) is appropriate, or whether maintaining the current twelve (12)-member structure remains preferable.

Fiscal Impact

Short-Term Impact: n/a

Long-Term Impact: n/a

Strategic & Comprehensive Plan ImpactStrategic 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
n/a	n/a

Suggested Council Action

Provide direction to staff on whether to amend the City Code to allow for the addition of a short-term rental representative to the CVB Advisory Board, including consideration of increasing the board membership from twelve (12) to thirteen (13), or alternatively, designating an existing position for this purpose.