

## Legislation Text

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Presenter/Contact  
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### **SUBJECT:**

Discuss and consider possible direction to the City Manager to develop a plan to implement rules related to the disposal container ordinance.

### **BACKGROUND / RATIONALE:**

On May 18 the Texas Third Court of Appeals issued a long-awaited ruling on the Disposable Container Ordinance in the City's favor. It is anticipated that the Court will issue a mandate *no earlier than* August 15, 2017 that will give the City more information on implementation parameters. However, it is likely the legal process may continue. Regardless, it remains incumbent on the City to develop a plan for implementation of the ordinance in anticipation of the final results. Therefore, the City Manager proposes that staff work with our community partners to develop a smooth transition and implementation plan so as to have the least disruption on residents, businesses, and the tourism industry. The plan should include, but not be limited to, the following elements:

- Training for City staff on any new policies and procedures, including training on messaging and marketing.
- In cooperation with the Convention and Visitors Bureau:
  - Development of an overall messaging campaign to use both locally and regionally
  - Development of an advertising and marketing effort to deliver the agreed upon message both locally and regionally, through print, news, signage and other means.
- Police enforcement policies and procedures.
- In cooperation with the business community (i.e., outfitters) development of messaging and implementation strategies.
- A definitive timeline on the implementation of these strategies.

### **ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

N/A

### **FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff recommends the City Council give direction to the City Manager to develop an implementation plan for the enforcement of the disposable container ordinance, at a time to be determined.