

Glidden Staff Direction

## **Review of City Relationship to and Governance of Sales & Marketing Services for Conventions and Visitors**

In anticipation of the City Council's reconsideration of the Meet Minneapolis contract for "Sales and Marketing of the Minneapolis Convention Center and for Convention and Tourism Services," a contract that ends on December 31, 2009, the City Council directs the City Coordinator, Finance Department, and Convention Center staff, to report back to the Ways and Means Committee within 2 cycles with a proposal for the following:

- Best method and timeline to evaluate the following (i.e. using **internal resources or** external consultant)
  - Governance models;
  - Existing contract performance, identified priorities, and budget, including an evaluation of process and system controls;
  - Contract management systems;
  - Other contractual issues as identified by staff; and
- Principles to govern such review, including but not limited to:
  - Identify and eliminate potential conflicts of interest;
  - Maximize accountability;
  - Clarify roles of elected officials and board members.
- Means of financing such review

City staff is further directed to communicate with the Meet Minneapolis Board Chair and President & CEO regarding the above review.