

JUN 15 2022

IN THE YEAR TWO THOUSAND AND TWENTY TWO

Holyoke City Clerk's  
Holyoke, MA

\_\_\_\_\_ AMENDMENT TO CHAPTER 2 OF THE REVISED CODE  
OF ORDINANCES OF THE CITY OF HOLYOKE, MASSACHUSETTS 1997

AN ORDINANCE TO SUPPORT TOURISM

Be it ordained by the City Council of the City of Holyoke as follows:

**SECTION 1.** Article IV entitled “Boards, Commissions, and Councils” of Chapter 2 entitled “Administration” of the Revised Code of Ordinances of the City of Holyoke, Massachusetts, 1997, as amended, is hereby further amended:

BY ADDING THE FOLLOWING LANGUAGE

“Division 7 – Tourism Advisory Committee

A Tourism Advisory Committee shall be established under the Office of Planning and Development reporting to the Director. The Director shall be authorized to develop and issue by-laws to further the purposes of this ordinance.

Section 2-484. – Scope and Purpose

- (a) To create and market a new brand for Holyoke.
- (b) To initiate permit reform for events, public gatherings, beautification, and public art.
- (c) To annually monitor and report the progress of tourism initiatives to the Mayor and to the City Council.
- (d) To review infrastructure maintenance program and to support city beautification and cleanliness initiatives.
- (e) To coordinate business communications and Holyoke tourism opportunities into one marketing effort.

- (f) To establish and support signature destinations and districts such as a Puerto Rican Cultural District on Main Street and The Canal District.
- (g) To promote ecotourism and outdoor recreation.
- (h) To make recommendations for a financial and human resources plan.
- (i) To recommend annual updates to the Holyoke Tourism Strategic Plan.
- (j) To update and revise the Holyoke Tourism Strategic Plan from time to time as the Commission finds necessary.

#### Section 2-485. – Composition of Committee

The initial Committee shall be comprised of one representative appointed annually by each of the following agencies which totals seven (7) members:

- (a) The Holyoke Local Cultural Council;
- (b) The Greater Holyoke Chamber of Commerce;
- (c) The Greater Springfield Convention & Visitors Bureau;
- (d) The Holyoke Office of Planning and Economic Development;
- (e) The Holyoke City Council;
- (f) The Holyoke Historical Commission; and
- (g) The Wistariahurst Museum.

The initial Committee may also, as additional members, nominate and recommend appointment to the Mayor a minimum of five (5) members and a maximum of eight (8) at large members, one of whom be a youth. The term of each additional member shall be a three (3) year term.

**SECTION 2.** All ordinances or parts of ordinances inconsistent herewith are hereby repealed.

**SECTION 3.** This ordinance shall take effect upon its passage.

APPROVED AS TO FORM:

A handwritten signature in cursive script, appearing to read "Kathleen E. Degnan", written in dark ink.

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Kathleen E. Degnan  
Assistant City Solicitor