



RESOLUTION NO. 2026-066

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, AUTHORIZING CITY ADMINISTRATION TO EXECUTE A CONTRACT FOR CONTRACTOR SERVICES WITH MEREDITH DOWDY (MET INNOVATIONS, CO.) RELATING TO THE MANAGEMENT OF TOURISM-RELATED PROGRAMS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Farmers Branch desires to continue advancing its tourism program to drive measurable economic impact, including hotel occupancy tax revenue, visitor spending, and economic development opportunities; and

WHEREAS, the City has utilized contracted professional services to manage tourism-related programs, including hotel partnerships, event coordination, and strategic tourism initiatives; and

WHEREAS, the proposed Agreement for Contractor Services provides for a comprehensive scope of services to serve as Tourism Manager, including tourism strategy, performance tracking, hotel partner coordination, and event support; and

WHEREAS, the Agreement establishes a five (5) year term beginning May 1, 2026, with optional renewal terms, and includes performance-based incentives tied to hotel room night generation; and

WHEREAS, the City Council has determined that approval of the Agreement for Contractor Services is in the best interests of the City of Farmers Branch.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The City Council hereby approves the Agreement for Contractor Services between the City of Farmers Branch, Texas, and Meredith Dowdy (MET Innovations, Co.) substantially in the form attached hereto as Exhibit "A".

SECTION 2. The City Manager, or designee, is hereby authorized to negotiate and execute the Agreement for Contractor Services and any related documents necessary to carry out the intent of this Resolution and to enter into such amendments as may be deemed advisable, subject to available funding.

SECTION 3. This Resolution shall become effective immediately from and after its passage.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THIS 5TH DAY OF MAY, 2026.

ATTEST:

APPROVED:

Stacy Henderson, City Secretary

Terry Lynne, Mayor

APPROVED AS TO FORM:

David Berman, City Attorney
(DB 4.28.26)

Exhibit A – Tourism Manager Contract 2026