

# GREENE COUNTY TOURISM COUNCIL

## BY-LAWS

The Greene County Board of Supervisors and the Greene County Tourism Council adopt the following articles to provide guidance to the members in the performance of their duties.

### ARTICLE I – GENERAL

- 1. NAME:** There will be a Tourism Council (hereafter “Council”) organized and maintained to advise and consult the Greene County Board of Supervisors (hereafter “Board”). This local Council will work collaboratively with the Economic Development and Tourism Director and staff (hereafter “EDT”).
- 2. GENERAL PROCEDURE:** In all matters not prescribed by the Code of Virginia or these by-laws, the Council will conduct its business in accordance with Robert’s Rules of Order. Failure to follow Robert’s Rules of Order does not invalidate actions.
- 3. PURPOSE:** The Council and the EDT Staff will collaborate concerning the marketing of Greene County Tourism, the attraction of travelers to Greene County, initiatives to increase occupancy at lodging properties in Greene County, and initiatives to increase the tourism revenues generated from these initiatives. Further, the Council will advise the Board on allocating all Tourism dedicated TOT revenues; these efforts are necessary and appropriate in accordance with the Virginia Code Section 58.1-3819. The Council may also advise the Board about opportunities to secure additional funding for tourism activities through available grants and other funding sources as they become available.
- 4. COMPENSATION:** Council members shall serve without monetary compensation.

### ARTICLE II – STRUCTURE AND PROCEDURE

- 1. COMPOSITION:** The Council shall be composed of 5-9 voting members. To the extent practicable, Council members shall work for, own a tourism-related business in Greene County, or have tourism-related expertise. To the extent practicable, the Council will have a diverse representation including not less than two having ties to the tourism lodging business and otherwise including representatives from the following tourism-related industries: restaurants, lodging, antique & crafts shops, wedding & party venues, artists & artisans, wineries/vineyards, breweries, and/or outdoor recreation. The Board shall appoint a non-voting liaison representative to attend meetings of the Tourism Council. ED&T staff shall attend meetings and provide administrative support to the Council. ED&T staff shall not be voting members of the Council.
- 2. TERMS:** Members will be recommended by the Council and appointed for three-year terms by the Board of Supervisors. Each Member will hold office for three years or until a successor shall have been duly qualified and appointed or until the Member shall resign or shall have been removed in the manner herein provided. Upon expiration of terms, duly qualified successors will

be identified by the Council and approved by the Board of Supervisors. If any member should leave the Council before the completion of their appointed term, the Council will make a recommendation to the Board for a replacement to the Council.

**3. OFFICERS:** The officers of the Council will be a Chair and Vice-Chair. They will be elected for one year by the Council and will hold office until duly qualified successors are elected. A new election will be held at the last meeting of the Fiscal year. The new officers will start their terms as of July 1<sup>st</sup> of each year. The specific duties of the officers of the Council are described in Article III.

**4. MEETINGS; MINUTES:** The Council is a public body and shall conduct itself accordingly. Regular meetings will be held by the Council at least bi-monthly, at such time(s) and location(s) as the Council may find convenient. Special meetings of the Council may be called at any time by the Chair, to be held at a time and place designated by the Chair in the call of the meeting. Notices of both regular and special meetings shall be posted by the Visitor Center Coordinator to the EDT website and posted at the Greene County Administration Building where notices are regularly posted. The Council draft agenda will be sent to members of the Council not less than three (3) days before any such meeting. Notices of special meetings shall state the purposes thereof. The Visitor Center Coordinator shall serve as the Clerk for the Council and shall draft and maintain the minutes of Council meetings. (See, Va. Code Sec. 2.2-3707.)

**5. QUORUM REQUIREMENTS:** A quorum at any meeting shall consist of a majority of the entire membership of the Council. A majority of such quorum may decide any question that may come before the meeting.

**6. REMOVAL:** If any Council member is absent from three consecutive meetings, and has been properly notified, and has not notified the Council of his/her intended absence, the remaining Council members may request by majority vote of the entire Council that the member be removed and replaced.

**7. DUTIES AND RESPONSIBILITIES:** The Council & EDT Staff will undertake various activities to promote tourism in Greene County, including the following duties and responsibilities:

a. Annually, in or around August, advise and consult with the Board concerning previous year's marketing of Greene County tourism and its fiscal impacts and strategically plan new initiatives to increase the tourism revenues generated in Greene County. The annual reporting will consist of the following four elements:

1. Council member(s) jointly with EDT Director and staff shall present on the State of Greene County Tourism;
2. Council to report on direct actions, status of projects, advice provided during the year;
3. Council to report on and seek updates concerning any Board outstanding items; and

4. EDT Director and staff to report on Office activities.
  - b. Annually participate in the Greene County budget process by collaborating with EDT staff to create the Tourism Budget submitted to the Board and advise Board on mid-budget cycle Tourism funding requests.
  - c. Receive regular financial reports from EDT staff including TOT collections and budgeted expenditures.
  - d. Consult with and provide recommendations to EDT regarding the development of an annual advertising plan.
  - e. Provide recommendations to EDT to ensure the general information pages about Greene County on the state Virginia Tourism Corporation (VTC) website are accurate and up-to-date and to encourage tourism businesses in Greene County to maintain a listing on the VTC website.
  - f. Provide recommendations to EDT on production of brochures to advertise Greene County.
  - g. Provide recommendations to EDT on consistent branding of Greene County Tourism.
  - h. Provide recommendations to EDT on updating the Greene County and Greene County Tourism websites.
  - i. Encourage new ways of promoting tourism in the County as new technologies and media develop.
  - j. Promote Greene County as a venue for events by assisting, encouraging, and advising organizations that seek to hold events in Greene County.
  - k. Provide information and advise the Visitor Center Coordinator in maintaining a community calendar of events for Greene County to be posted on the Tourism website and at the Visitor Center.
  - l. Share information to support the maintenance of a database of local vendors and suppliers by EDT and encourage event planners to use them.

### **ARTICLE III –OFFICERS DUTIES AND RESPONSIBILITES**

**CHAIR:** The Chair of the Council will undertake the following duties and responsibilities:

- a. Preside over all meetings of the Council, and with the help of the EDT Director and staff develop the agenda for those meetings.
- b. Call special meetings when necessary and appropriate.
- c. Sign official papers of the Council.
- d. Perform such other duties as are incident to the office or are properly required by the Council.

**VICECHAIR:** The Vice Chair of the Council will undertake the following duties and responsibilities:

- a. In the absence of the Chair, perform all the duties of the Chair. (In the absence of both the Chair and the Vice Chair, the Committee shall elect a Chair Pro Tempore who shall perform all duties of the Chair.)
- b. Assist potential subcommittees and attend their meetings as needed.

#### **ARTICLE IV – AMENDMENTS**

**PROCEDURE:** These by-laws may be amended, repealed or altered, in whole or in part, at any time, by the Board. Council may make a recommendation to the Board by a two-thirds majority vote of the entire Council.