



Gaston County

Gaston County
Board of Commissioners
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Travel & Tourism Board Action

File #: 22-017

Commissioner Brown - Travel & Tourism - Commissioner Brown - Travel & Tourism - To Approve the Renaming of the Gaston County Travel & Tourism Advisory Board as the Gaston County Tourism Development Advisory Board and to Approve the Board's Revised By-Laws

STAFF CONTACT

Michael Applegate - Travel & Tourism - 704-813-0144

BUDGET IMPACT

N/A

BUDGET ORDINANCE IMPACT

N/A

BACKGROUND

The Travel & Tourism Board approved the revised by-laws and is submitting the attached by-laws for approval by the Board of Commissioners.

POLICY IMPACT

N/A

ATTACHMENTS

Summary of Changes and Revised By-Laws

DO NOT TYPE BELOW THIS LINE

I, Donna S. Buff, Clerk to the County Commission, do hereby certify that the above is a true and correct copy of action taken by the Board of Commissioners as follows:

NO.	DATE	M1	M2	CBrown	AFrale	BHovis	KJohnson	TKelgher	TPhilbeck	RWorley	Vote
2022-038	01/25/2022	BH	AF	A	A	A	AB	AB	AB	A	U

DISTRIBUTION:

Laserfiche Users

A=AYE, N=NAY, AB=ABSENT, ABS=ABSTAIN, U=UNANIMOUS

Travel & Tourism Advisory By-Laws – Summary of Changes

Under Article I:

Change Gaston County Travel & Tourism Advisory Board to Gaston County Tourism Development Advisory Board.

Under Article II:

Change Gaston County Department of Travel & Tourism to Gaston County Tourism Development.

Remove: travel and / Add: and development / Remove: travel & / Add: and development /
Remove: travel &

Article II to read as follows:

The object of the organization is to advise the Gaston County Department of Tourism Development and the Gaston County Board of Commissioners regarding tourism issues in Gaston County, the promotion and development of tourism in Gaston County through county, state, regional, national and international resources and the promotion and development of Gaston County tourism through commercial resources.

Under Article IV:

Section 2: Remove: Travel & Tourism / Add: Tourism Development / Add: ,except where service term termination, expiration or resignation of an officer necessitates replacement.

Section 2 to read as follows: The Tourism Development Advisory Board shall organize and elect a Chairman and Vice-Chairman annually at the regular meeting in the month of January, except where service term termination, expiration or resignation of an officer necessitates replacement.

Section 3: Remove: Travel & Tourism / Add: Tourism Development Advisory Board / Add: Advisory

Section 3 to read as follows: The Chairman shall preside at all meetings and public hearings of the Tourism Development Advisory Board and shall decide on all matters of order and procedure using Robert's Rules of Order. The Chairman shall appoint any committee found necessary to investigate any matters before the Advisory Board or to perform any of its duties as directed.

Section 5: Remove: Travel & Tourism Administrative Assistant / Add: Tourism Development Business Operations Specialist / Remove: Travel & Tourism / Add: Tourism Development Advisory Board

Section 5 to read as follows: The Tourism Development Business Operations Specialist shall prepare, or cause to be prepared, the Minutes of the Tourism Development Advisory Board, and shall cause proper notice of Board meetings be disseminated in accordance with the NC Open Meetings Law.

Section 6: Remove: Travel & Tourism/ Add: Tourism Development / Remove: represent entities which / Remove: shall not be eligible for election as officers of the Board and / Add: Advisory

Section 6 to read as follows: Members of the Tourism Development Advisory Board who could benefit from the distribution of occupancy tax revenues or who otherwise appear to have a conflict of interest regarding the use of occupancy tax revenues or other public funds shall be excused from participating in any Advisory Board action in which there is an appearance of a conflict of interest.

Under Article V:

Section 1: Remove: Travel & Tourism / Add: Tourism Development / Add: except July, in a hybrid format via conference call or video link or in-person

Section 1 to read as follows: Regular Meetings of the Tourism Development Advisory Board shall be held on the third Tuesday of each month at 4:00 p.m., except July, in a hybrid format via conference call or video link or in-person at the Gaston County Visitors Center. The Chairman may change meeting times and locations as needed and pursuant to the Open Meetings law notice procedure.

Section 6: Remove: Travel & Tourism / Add: Tourism Development

Section 6 to read as follows: The Gaston County Board of Commissioners attendance policy shall apply to the Tourism Development Advisory Board and members of the Advisory Board with insufficient attendance records may be replaced. Any member of a Commission appointed board or committee shall be removed from office if, in a calendar year, he/she:

Under Article VI:

Records: Remove: Travel & Tourism Administrative Assistant / Add: Tourism Development Business Operations Specialist

Records to read as follows:

The Tourism Development Business Operations Specialist shall maintain files of all studies, plans, reports and recommendations made by the Advisory Board in the discharge of its duties and responsibilities. All minutes of the Board are public records. An annual report shall be given to the Gaston County Board of Commissioners.

Under Article VII:

Committees: Remove: T&T / Add: Tourism Development

Committees to read as follows:

Said Committees will be established annually at the regular meeting in January. Each Committee Chair will be selected by the Advisory Board Chairman. The Committee Chair will solicit volunteers from the Tourism Development Advisory Board and/or expand outside of the board to solicit experts in a particular field.

Section 1: Remove

Change Section 2 to Section 1

Change Section 3 to Section 2

Under Article X:

Certification: Change under signature line to read as follows: Chairman Tourism Development Advisory Board and change to Gaston County Tourism Development above where the Clerk Signs.

BYLAWS OF THE GASTON COUNTY TOURISM DEVELOPMENT ADVISORY BOARD –

ARTICLE I

Name

The name of the organization is the Gaston County Tourism Development Advisory Board.

ARTICLE II

Object

The object of the organization is to advise the Gaston County Department of Tourism Development and the Gaston County Board of Commissioners regarding tourism issues in Gaston County, the promotion and development of tourism in Gaston County through county, state, regional, national and international resources and the promotion and development of Gaston County tourism through commercial resources.

ARTICLE III

Members

The members of the Advisory Board shall be those persons appointed by the Gaston County Board of Commissioners to serve on the Advisory Board. The Initial composition of the Board consists of seven at large members assigned on a township basis to each County Commissioner; the County Manager or his/her designee (non-voting); an ex officio appointment from the Economic Development Commission; an ex officio appointment from an Attraction; an ex officio appointment from the Parks & Recreation Advisory Board; an ex officio appointment from a non-profit attraction (February, 2010); and an ex officio appointment from the Hotel/Motel Industry. The terms of office of said members shall be staggered three year terms.

ARTICLE IV

Officers

Section 1. The officers of the Board shall be Chairman and Vice-Chairman.

Section 2. The Tourism Development Advisory Board shall organize and elect a Chairman and Vice-Chairman annually at the regular meeting in the month of January, except where service term termination, expiration or resignation of an officer necessitates replacement.

Section 3. The Chairman shall preside at all meetings and public hearings of the Tourism Development Advisory Board and shall decide on all matters of order and procedure using Robert's Rules of Order. The Chairman shall appoint any committee found necessary to investigate any matters before the Advisory Board or to perform any of its duties as directed.

Section 4. The Vice-Chairman shall assume the duties of the Chairman in the Chairman's absence.

Section 5. The Tourism Development Business Operations Specialist shall prepare, or cause to be prepared, the Minutes of the Tourism Development Advisory Board, and shall cause proper notice of Board meetings to be disseminated In accordance with the NC Open Meetings Law.

Section 6. Members of the Tourism Development Advisory Board who could benefit from the distribution of occupancy tax revenues or who otherwise appear to have a conflict of interest regarding the use of occupancy tax revenues or other public funds shall be excused from participating in any Advisory Board action in which there is an appearance of a conflict of interest.

ARTICLE V

Meetings

Section 1. Regular Meetings of the Tourism Development Advisory Board shall be held on the third Tuesday of each month at 4:00 p.m., except July, in a hybrid format via conference call or video link or in-person at the Gaston County Visitors Center. The Chairman may change meeting times and locations as needed and pursuant to the Open Meetings Law notice procedure.

Section 2. Special meetings for the Board may be called at any time as provided by NC General Statute.

Section 3. A quorum shall consist of seven members.

Section 4. All meetings shall be open to the public and shall be conducted pursuant to the NC Open Meetings Law and Robert's Rules of Procedure.

Section 5. Except as may be otherwise specified herein, the vote of a majority of those members present shall be sufficient to decide matters before the Board, provided that a quorum is present.

Section 6. The Gaston County Board of Commissioners attendance policy shall apply to the Tourism Development Advisory Board and members of the Advisory Board with insufficient attendance records may be replaced. Any member of a Commission appointed board or committee shall be removed from office If, in a calendar year, he/she:

With the exception of medical reasons, any member of a BOC appointed body may be removed from office If he/she:

- (1) Is absent from three (3) consecutive advisory board meetings,
- (2) Has less than a 60% annual attendance record at advisory board meetings

Section 7. Any change in meeting schedules or cancellation of a meeting shall require a 48-hour notice.

ARTICLE VI

Records

The Tourism Development Business Operations Specialist shall maintain files of all studies, plans, reports and recommendations made by the Advisory Board In the discharge of its duties and responsibilities. All minutes of the Board are public records. An annual report shall be given to the Gaston County Board of Commissioners.

ARTICLE VII

Amendments

These bylaws may be amended at any regular meeting of the Board by a two-thirds vote, provided that the amendment has been submitted in writing at the previous regular meeting. The adoption of and amendments to these bylaws is subject to the review of the Gaston County Board of Commissioners.

ARTICLE VIII

Committees

Said Committees will be established annually at the regular meeting In January. Each Committee Chair will be selected by the Advisory Board Chairman. The Committee Chair will solicit volunteers from the Tourism Development Advisory Board and/or expand outside of the board to solicit experts in a particular field.

Section 1. At least three Board Members shall volunteer to serve on a Fund Balance/Budget Committee. With the assistance of staff, including a representative from the County Attorney's Office, the committee will evaluate tourism-related Investment opportunities and make recommendations for full Advisory Board approval regarding the effective expenditure of Tourism Development's fund balance. Also with the assistance of staff, the committee will participate in the development of the department's annual budget prior to the county review process. The committee will work with the Board Chairman and/or Vice Chairman.

Section 2. At least 3 Board Members shall volunteer to serve on a Research/Strategic Planning Committee. With the assistance of staff, the committee will participate in the development of the department's annual marketing plan, the implementation of a departmental strategic plan and the creation of requests for proposals for necessary outside research. The committee will work with the Board Chairman and/or Vice Chairman.

ARTICLE IX

Definitions

Attraction: a business, association, or establishment that operates to create a profit and which draws a Substantial number of people from outside of Gaston County.

Non-Profit Attraction: a business, association, or establishment that does not operate for the purpose of making a profit and which draws a substantial number of people from outside of Gaston County which has the status of a Non-Profit Organization with the North Carolina Secretary of State.

ARTICLE X

Certification

I, Mark Stephens, Chairman of the Gaston County **Tourism Development** Advisory Board, do hereby certify that the foregoing is a true and accurate copy of the bylaws of the above named organization, duly adopted by this Board on October 19, 2021.

Mark Stephens

Chairman, Tourism Development Advisory Board

Certification

I, Donna S. Buff, Clerk to the Gaston County Board of Commissioners, do hereby certify that the above is a true and accurate copy of the Gaston County Tourism Development Advisory Board By-laws as adopted by the Board of Commissioners on January 25, 2022.

Donna S. Buff

Clerk to Gaston County Board of Commissioners