

Sec. 16.4.12 Town Tourism Committee

(1) Duties and Authorities. The Town of Pagosa Springs Tourism Committee (Town Tourism Committee) is a citizen's advisory committee to the Pagosa Springs Town Council. The purpose of the Town Tourism Committee is to make specific recommendations to the Council relative to expenditures of the Lodging Tax. The Town Tourism Committee shall insure that all requests for funding from the Town's Lodging Tax revenues meet the criteria established by Section 16.4.11 of the Town of Pagosa Springs Municipal Code, are appropriately marketed within the community theme, and contain an inherent "tourism element". For the purpose of this Committee, "tourism" is focused on bringing visitors to our community for the purpose of increasing both lodging and sales tax revenues. The powers and duties of the Town Tourism Committee include, but are not limited to the following:

- (a) The Town Tourism Committee will operate in a prudent manner and expenditures and investments that are recommended by the Town Tourism Committee and approved by the Town Council will be measured and frequently reviewed relative to the expected outcomes.
- (b) Measurement standards will be utilized by the Town Tourism Committee to track and evaluate the Committee's efforts.
- (c) The Committee may recommend to Council the use of consultants or other professionals as determined to be prudent relative to specific and necessary expertise.
- (d) The Town Tourism Committee will attempt to work with other groups, both regionally and in the community, in an effort to both unify and promote efficiency in the community's tourism efforts.
- (e) The Town Tourism Committee may recommend to the Town Council that a portion of the Lodger's Tax be directed to the Pagosa Chamber of Commerce annually, if requested, provided that the requested funding fits into overall mission and purpose of the Town Tourism Committee. It is anticipated that the Chamber of Commerce Director will present a budget annually to the Town Tourism Committee for approval. Particulars of the funding requested will be detailed and will be required to fall into the parameters of Section 16.4.11 of the Town of Pagosa Springs Municipal Code to receive funding from the Town Tourism Committee.
- (f) Capital Expenditure projects may be considered, provided that they are tourism related in that the project will directly improve the experience of the visitor, i.e. signage, etc.
- (g) The majority of annual expenditures will fall into the category of "external marketing. An annual budget will be created by the Town Tourism Committee, dividing projected expenditures into the categories of 1) External Marketing, 2) Event Promotion and 3) Capital Expenditures. The Town Tourism Committee will present this budget to the Town Council for approval, annually in October for funding the following fiscal year.
- (h) The Town Tourism Committee can form subcommittees, as necessary.
- (i) Adopt rules and regulations, consistent within the provisions of this Article, which govern procedures and operations of the Town Tourism Committee.

(2) Members and Terms of Office.

(a) The Town Tourism Committee members shall be appointed by the Town Council by resolution with representatives as follows:

- Lodging Association 2
- Realtors' Association 1
- Builders' Association 1
- Chamber of Commerce 2
- At-Large 5

(b) The members of the Town Tourism Committee shall serve in such capacity without compensation. The terms of office of the Town Tourism Committee shall be two (2) years. One member from the Lodging Association, the member of the Realtors' Association, one member from the Chamber of Commerce, and 3 at-large members shall be appointed in even numbered years. The remaining members shall be appointed in odd numbered years. Members may be reappointed to any number of consecutive terms.

(c) The respective association shall nominate a member of their association to serve on the Town Tourism Committee. The TTC shall provide a recommendation to Town Council. The Town Council shall approve any appointment to the TTC by an approved resolution.

(d) The office of any member of the Town Tourism Committee shall be deemed vacant if:

(i) any member missing three (3) consecutive regular meetings or a total of four meetings over a 12 month period, unless the absences are excused by the Chairman;

(ii) the Council removes a member for any reason;

(iii) a member submits a written resignation; or

(iv) a member representing an association no longer is a member of that association for which that member was originally nominated to represent.

(v) a member dies or is incapable of performing the duties of a member.

Any appointment to a vacant position shall be for the remainder of the unexpired term of that position.

(3) Meetings and Public Hearings.

(a) Election of Officers. Annually, at the first regular meeting of the year, the Town Tourism Committee shall elect the following officers by the majority of a quorum present: Chairperson, Vice-Chairperson, Treasurer, and Secretary.

(i) The Chairman of the Town Tourism Committee shall preside at all meetings and public hearings,, shall decide all points of order and procedure and shall notify all members of times and dates of meetings; and

(ii) The Vice-Chairman shall assume the duties of the Chairman in the absence of the Chairman and shall act in the capacity of Chairman of all special committees created by the Town Tourism Committee. Should the Vice-Chairman and the Chairman be absent from a meeting or public hearing, the majority of the Town Tourism Committee shall appoint a member to be the presiding officer; and

(iii) The Secretary shall take minutes of all official meetings of the committee. The Town Clerk shall retain copies of all official minutes and notices of meetings.

(iv) The Treasurer shall work with the Town Manager or his/her designee relative to the Lodger's Tax Fund's current balance and budget and shall report to the Town Tourism Committee at the regular monthly meetings.

(v) Any vacancy from an officer position shall be filled in the same manner as such positions are established or as vacancies occur.

(b) Establishment of Meeting Schedule. The Town Tourism Committee shall establish annually a meeting schedule that meets frequently and regularly.

(c) Notice of Meetings. All meetings shall be open to the public and agendas shall be posted no less than twenty-four (24) hours in advance of the meeting.

(d) Special Meetings. The Chairman or a majority vote of the Town Tourism Committee at any regular meeting may call special meetings as necessary. Any special meeting shall comply with Section (c), above in regards to Notice of Meetings.

(e) Executive Session. Executive sessions held to discuss procedural issues may be called at the discretion of the Chairperson in accordance with State Laws and the Town of Pagosa Springs Charter.

(a) Quorum. Official meetings will only be held when a quorum is present, determined and defined by a majority of the voting members in attendance.

(4) Voting

(i) A member of the Town Tourism Committee may be excused from voting on a particular issue only if it has been determined that the member would have a conflict of interest or he or she would be violating the Code of Ethics as adopted by the Town.