



Bay City Tourism Council

ARTICLE 1. PURPOSE AND RESPONSIBILITIES

I. PURPOSE

The Bay City Tourism Advisory Council ("Tourism Council") is hereby established for aiding and promoting the tourist and convention industry; raise the public visibility of local activity. The tourism council shall serve as an advisory body only.

Mission Statement[HM1]: Bay City Tourism Council promotes and develops tourism and awareness of our beaches, birds, thriving arts and downtown culture.

Vision Statement[HM2]: To be Nationally recognized as the Birding Capitol and unique family destination where the country meets the coast.

II. RESPONSIBILITIES

Each member shall represent and advocate for what is best for the City of Bay City and the surrounding areas, putting aside personal and special interests.

The Tourism Council shall be focused on such activities as:

- a) Developing and regularly updating a Strategic Plan to include objectives for preservation and appreciation of historic and cultural attributes of the Bay City community; advertising and marketing, application of the arts and other activities for the promotion of tourism.
- b) Developing guidelines and evaluating proposals for the City's awarding of sponsorship funds, in compliance with local and state law.

ARTICLE 2. MEMBERSHIP

The Tourism Council shall be composed of five (5) to nine (9) members. Members shall be recommended by the Tourism Manager, and appointed by the Mayor, subject to Council's consent. Members shall be appointed in December prior to the new calendar year term.

- a) ~~The members shall serve two year terms. A successor shall be selected prior to the expiration of the member's term.~~ Members shall serve no more than ~~three~~[HM3]two consecutive ~~two~~three-year terms and shall be eligible for reappointment after one full term has passed. A successor shall be selected prior to the expiration of the member's term.
- b) Members shall be appointed from the following categories: the arts community, the hotel/motel industry, the restaurant industry, major tourist attractions, eco-tourism, and

representatives from local county tourist destinations (i.e. Matagorda, Palacios and Sargent).

- c) Members shall comply with Hotel Motel Tax Laws (Chapter 351 of Texas Tax Code).
- d) Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment. The time a Member spends serving during a vacated term is not included as a term for purposes of counting consecutive terms.
- e) All Members serve without compensation. The Tourism Council and its Members have no authority to expend funds, to incur or make an obligation on behalf of the City, to make rules, or to adjudicate any matter. Members may be reimbursed for expenses if the expense(s) is first authorized and approved by the Tourism Manager.
- f) Partnerships to the advisory council are including but not limited to the Bay City Parks and Recreation, Bay City Mainstreet Program, Bay City Community Development, Matagorda County Economic Development and Bay City, Sargent, Matagorda and Palacios Chambers of Commerce.

ARTICLE 3. MEETINGS AND SUBCOMMITTEES

I. MEETINGS

Regular Meetings of the board may be held bimonthly at City Hall in the Council Chambers as determined by the Tourism Manager.

- a) The Tourism Advisory Council shall meet a minimum of six times a year.
- b) Agenda items may be placed on the agenda by the Tourism Manager or at the request of a Member. Written notice to the Tourism Manager must be given seven business days in advance to be included on agenda. The Member requesting the agenda item is responsible for the presentation and any other relevant information.
- c) Special Meetings may be called by the Tourism Manager or Mayor.
- d) A Member shall notify the Tourism Manager if unable to attend a meeting. Excessive absenteeism may result in the Member being removed.
- e) Decisions will be made based on the ~~consensus majority vote~~ HM4 of the present Members of the meeting.
- f) Tourism Council meetings shall be conducted in accordance with these Bylaws.

II. SUBCOMMITTEES

When deemed necessary by a majority of the Tourism Council, Subcommittees may be formed for specific projects related to Tourism Council matters.

- a) Subcommittees may include non-Members; however, it must be chaired by a Tourism Council Member.
- b) No Subcommittee, or Member of a Subcommittee, has the authority to expend funds, incur an obligation on behalf of the City or the Tourism Council, to make rules, or to adjudicate any matter.

ARTICLE 4. AMENDMENTS

The Tourism Council's proposed Bylaws and amendments to the Bylaws must be approved by City Council.

Approved and adopted at a meeting of the City Council on the _____ day of _____.