

# **POLICIES & PROCEDURES OF THE LAKE COUNTY TOURISM PANEL**

## **POLICY I. MISSION.**

The mission of the Tourism Panel is to design and implement marketing strategies within the parameters set forth by state and local statutes. The Panel's goal is to bring people into Lake County for overnight stays and for the benefit of tourism-related businesses. The Panel exists to create revenue through tourism and improve the quality of life for Lake County residents.

## **POLICY 2. EFFECT OF POLICIES.**

These rules shall govern the operations of the Tourism Panel and help educate new and old Panelists as well as to help represent the actions of the Tourism Panel to the general public. The Panel shall follow Robert's Rules of Orders at their meetings and shall strive for consensus in decision making, however votes of the panel shall be deemed to be the Panel's position and shall not be discussed outside of Tourism Panel meetings.

## **POLICY 3. PURPOSE OF THE TOURISM PANEL.**

The Tourism Panel shall exist to formulate, implement and manage Lake County's tourism marketing plan and budget utilizing lodging tax dollars generated in Lake County. The marketing plan shall be dedicated to building new and expanding current tourism business within Lake County. The Panel may hire vendors or agencies to conduct such business. The Panel may enter into contracts with vendors for the purpose of conducting such business. All contracts must carry the support of the Tourism Panel and be presented to County Commissioners for approval.

The Lake County Tourism Panel exists to invest lodging tax dollars in programs designed to increase local revenues through tourism, stimulate economic development in Lake County, and improve the quality of life for Lake County residents. The community's largest assets are heritage/preservation amenities and access to open space for outdoor recreation. The tourism panel seeks to protect and uplift these resources and increasingly embrace that our community is partly a tourism-based economy. Their work connects visitors and locals to Lake County experiences and sustainably grows our tourism economy. They partner with businesses that depend on tourism and local organizations that support those businesses.

## **POLICY 4. COMPOSITION OF THE TOURISM PANEL**

4.1 APPOINTMENT BY THE BOARD OF COUNTY COMMISSIONERS. Panelists of the Tourism Panel serve at the pleasure of the Board of County Commissioners. The Tourism Panel shall advertise for Panelists as positions become available. Interested candidates shall submit a letter of interest to the Tourism Director. The Tourism Panel shall review all submissions and recommend candidates for appointment. These recommendations shall be formally presented to

the County Commissioners for consideration. The County Commissioners will discuss the recommendations, request reasoning or additional information as needed, and then approve or request further clarification before making a final decision. The County Commissioners retain final authority to appoint Panelists.

4.2 PANELISTS. The Tourism Panel shall be composed of 7 Panelists.

4.3 QUALIFICATIONS OF PANELISTS. Panelists shall be appointed by the Board of County Commissioners pursuant to C.R.S. 30-11-107.5. Panelists shall be selected from individuals actively involved in the tourism and/or marketing industry within the municipalities or unincorporated areas where the lodging tax is collected in Lake County. In making appointments, the County Commissioners and the Tourism Panel shall seek to ensure:

- A diverse set of skill sets relevant to tourism, marketing, and community development;
- Geographic representation, including at least one Panelist from the Twin Lakes area; and
- A demonstrated commitment to and involvement in the Lake County community.

4.5 CALL FOR APPLICATIONS. Within 60 days prior to the expiration of any Panel Panelist's term, the Tourism Director shall publish notice of and call for applications for the Panelist positions.

## **POLICY 5. TERMS.**

The terms will be for three years. Upon adoption of this document, the first terms shall be established as follows: Panelist-1 three years; Panelist-2 two years; Panelist-3 one year; Panelist-4 three years; Panelist-5 two years.

5.1 VACANCIES. Any vacancy shall be filled by the Tourism Panel with approval by the Board of County Commissioners for the remaining term of the open position.

5.2 ABSENCES - AUTOMATIC VACANCY. Any Panel Panelist who misses three (3) unexcused regular meetings within a calendar year period shall be deemed to have resigned his/her position on the Panel and such position shall be declared to be vacant. The Chairman of the Tourism Panel will make this announcement. Panel has discretion to adjust this as needed based on good cause.

5.3 REMOVAL OF PANELIST. The County Commissioners shall have authority to remove Panelists/Officers prior to the expiration of any term. The Tourism Panel shall have authority to recommend, in writing, the removal of a Panelist to the County Commissioners.

## **POLICY 6. TOURISM PANEL MEETINGS.**

6.1 REGULAR MEETINGS. Regular meetings of the Tourism Panel shall be held monthly at a time and place to be determined by the Panelists. Notice of regular meetings may be given by announcement at a regular meeting and shall include a written notice that is posted on the County website with twenty-four (24) hours notice. All regular meetings shall comply with Colorado Open Meetings Law Section 24-6-402 C.R.S.

6.2 SPECIAL MEETINGS. Special meetings for any purpose may be held at the call of the Chairman, or by the majority of the Panelists in office at such time. The Chairman shall give twenty-four (24) hours notice of the time and place of any special meeting. Notice may be given in the same manner as regular meetings. All regular meetings shall comply with Colorado Open Meetings Law Section 24-6-402 C.R.S.

6.4 EXECUTIVE MEETINGS. Closing a portion of any meeting to public comment or participation in order to conduct an executive session shall only occur as provided by statute. In order to conduct an executive session in compliance with the Colorado Open Meetings Law, the panel shall comply with the following steps:

- (1) Announce the topic for discussion.
- (2) Cite to the relevant Colorado Revised Statutes Section.
- (3) Identify the particular matter to be discussed in as much detail as possible without compromising the purpose for which the executive session is called.
- (4) Vote, by two-thirds of the quorum present, to hold an executive session.
- (5) Record the executive session with an audio file
- (6) The Chairperson, on forms provided by the Secretary, shall sign a statement attesting that any written minutes substantially reflect the substance of the executive session discussion.
- (7) Provide the record of the executive session to the County's Attorney for safekeeping. Who shall keep it for 90 days before destroying
- (8) All discussions in an executive shall remain within the Tourism Panel. Only the the topic for which the executive session is convened can be discussed, and only those persons named before the session begins can be present. Panelists are prohibited from discussing any matters from a convened executive session once the session is closed. No motions or decisions can be made in an executive session.
- (9) Any decisions or motions may only be made once the Panel has voted to come out of Executive Session.

6.5 RECESS OR ADJOURNMENT. Any regular, special meeting may be recessed or adjourned from day to day, or to the time of any previously announced regular or special meeting, and such recess or adjournment to a time and place shall be posted on the County Website.

6.6 CANCELLATION. If no business is scheduled before the panel or if it is apparent that a quorum may not be available, any meeting may be cancelled by the Chairman by giving notice to all Panelists prior to the time set for such meeting and posting such notice on the County Website. Cancellation notice should follow standard meeting notice posting procedures.

6.7 ROBERT'S RULES OF ORDER. If any procedural or operational issues arise Robert's Rules of Order shall take operating precedence.

#### **POLICY 7. PUBLIC MEETINGS.**

Except as provided in Policy 6.3, all regular and special meetings of the tourism panel shall be open to the public and citizens shall have a reasonable opportunity to be heard. Public presentation requests and agenda accommodations will be at the discretion of the Tourism Director per Policy 20.

#### **POLICY 8. QUORUM.**

The requirement for quorum shall be a majority of Panelists.

#### **POLICY 9. BUSINESS CONDUCTED VIRTUALLY**

Business may be conducted via electronic means, including email, telephone, or video conferencing platforms. All votes on business may take place during regular, special, or emergency meetings via electronic media, email or telephone, with required quorums. All virtual or electronic votes must be documented in the minutes of the meeting in which the vote was initiated.

#### **POLICY 10. COMMUNICATION BETWEEN PANEL Panelists.**

All work product and study product shall remain between Panelists until minutes are approved and released.

#### **POLICY 11. ELECTION OF OFFICERS.**

The Panel shall annually, in January, elect a Chairman, Vice Chairman, Treasurer, and Secretary. The only offices which cannot be combined are Chair and Secretary.

11.1 DUTIES OF CHAIRMAN. The Chairman shall adhere to Policies & Procedures, and preside at all Tourism Panel meetings. In accordance with these and other applicable rules, the Chairman shall approve each meeting's agenda and decide all points of procedure of order unless otherwise directed by a majority of the Panelists in attendance at a meeting pursuant to motion made and passed. He/she shall maintain order and decorum, and to that end may order removal of disorderly or disruptive attendees. The Chairman shall have such further duties and responsibilities as determined by the Panel or as required by law. The Chair shall use and consistently follow the approved agenda. If there is nothing to report on a standing agenda item, the minutes shall reflect this and read: no report. Posted meeting agendas shall also be forwarded to the County Website administrator for prompt posting for community Panelists' access.

11.2 Vice CHAIRMAN. If the Chairman is absent from a Panel meeting, the Vice Chairman shall preside at that meeting.

11.3 SECRETARY. The Secretary shall attest to all official documents of the Committee by his/her signature, and shall perform such other duties as may be directed by the Chairman or as required by law. The Secretary shall oversee and be responsible for all actions of the recording secretary, if there is one.

11.4 TREASURER. The Treasurer, in partnership with the Tourism Director, shall maintain all records and reports proffered through the Lake County Treasurer and/or the Department of Revenue of The State of Colorado.

He/she will review the annual budget prepared by the Tourism Director to be approved by the panel. He/she with assistance from the Tourism Director will present current financial statements to the panel at the regular meetings at least once per quarter.

The Tourism Director will review and submit bills paid by the Tourism Panel to the Lake County Clerk & Recorder's office for timely payment to vendors. The Treasurer will review monthly statements reported by the Lake County Finance Department.

The Tourism Director shall code invoices and post all expenses to coincide with the approved budget for clarification of expenditures in each budgeted category. At meetings, the Tourism Panel Chair and the Treasurer must approve any bills or spending that is outside of the previously agreed upon budget.

The County Clerk's office shall direct any financial questions to the Tourism Director.

11.5 OFFICER'S TERMS. The term of each elected officer of the Panel shall be for one (1) year. Elections shall occur annually in January. Officers may be re-elected for three (3) terms. Officer vacancies created due to the rotation of terms, or any other change in Panelistship, shall be filled at the first regular meeting following the vacancy.

11.6 SUBCOMMITTEES. Panelists can authorize the formation of subcommittees or advisory committees and can appoint an individual or individuals to these committees to conduct research or other business for the Tourism Panel.

## **POLICY 12. PREPARATION OF AGENDA.**

12.1 REGULAR MEETINGS. The Tourism Director shall prepare and distribute the agenda for all meetings to all Panelists at least twenty-four (24) hours before each meeting. At the time of posting, the same information shall be forwarded to the County Website administrator.

12.2 SPECIAL MEETINGS. The Tourism Director shall prepare and distribute the agenda for all special meetings to all Panelists at least twenty-four (24) hours before each meeting. At the time of posting, the same information shall be forwarded to the County Website administrator.

12.3 WORK SESSIONS. No voting will occur during a work session of the panel, but information may be disseminated

### **POLICY 13. ORDER OF BUSINESS.**

The order of business for a meeting will be prepared by the Tourism Director and may be modified by affirmative vote of the majority of the Panelists present. When needed, reports from vendors, handouts and proposals should be included with the meeting agenda and distributed to all Panelists for review prior to the meeting. Panelists are expected to come prepared for each meeting. The purpose of an agenda is to outline what will be discussed at a particular meeting.

1. Call to Order
2. Roll Call of Panelists
3. Approval of Agenda
4. Approval of Minutes
5. Call for Public Comment
5. Officer Reports
6. Old Business
7. New Business
8. Staff Reports
9. Adjournment

### **POLICY 14. VOTING.**

An affirmative vote by the majority of Panelists present shall be required for the passage of a motion or resolution. Each Panelist shall vote on all motions or resolutions except when a Panelist is required to abstain from voting due to conflict of interest.

### **POLICY 15. CONTRACTS & AGREEMENTS.**

All contracts and agreements must carry the affirmative vote of the Tourism Panel and be presented to County Commissioners for signature and recording. All actions requiring contracts or service agreements shall be signed by the Vendor, reviewed and approved by the Tourism Panel before being presented to the County Commissioners for signatures. The fully executed document will then be forwarded to the Lake County Clerk and Recorder for recording and to the Vendor.

### **POLICY 16. CONFLICT OF INTEREST.**

Any Panelist who has a personal, financial or private interest in any matter proposed or pending before the Panel shall disclose such interest to the Panel. The Panel shall decide the depth and breadth of the conflict and whether or not a Panelist can vote on the given matter. In determining whether a Panelist has a personal, financial or private interest in any matter, said

Panelist should be guided by the standards of conduct and code of ethics set forth in Colorado Revised Statutes Section 24- 18-10 L et. seq.

#### **POLICY 17. EX PARTE CONTACTS.**

Each Panelist must exercise care in responding to and reporting any external contacts related to matters pending or yet to be presented to the Panel. An appointed Tourism Panel contact person can consult with vendors and report on such discussion at the next regular meeting.

a. Whenever an external individual initiates contact with a Panelist, the Panelist shall tell the individual he/she must not discuss such matters with the individual and must suggest that the individual present the information to the entire Panel at a regular or special meeting.

b. Whenever any external contact persists in offering information to the Panelist, the Panelist must report the information and identify the source and date of the contact to the full Panel for inclusion in its formal records. When the external contact is unwilling to have the information reported, the Panelist must refuse further contact and must report the incident to the Panel, along with a full disclosure of the content of the contact and a full disclosure of any commitments or stated positions.

C. Information transmitted by an external contact to a Panelist should be forwarded directly to the Chairman for incorporation into the agenda packet.

#### **POLICY 18. MINUTES.**

Electronic minutes shall be kept of each regular, special or emergency meeting of the Panel. Minutes shall be distributed via email or other means to all Panelists in a timely manner. Minutes shall be designated as draft until approved or revised by motion duly adopted at the next succeeding Tourism Panel meeting at which time the minutes shall be noted as approved with the appropriate date and then presented with addendums to the Lake County Clerk and Recorder for archiving. Minutes will be made available upon request from the Clerk and Recorder once they have been approved by the Panel and agendas will be sent to any that request or sign in at a regular meeting.

#### **POLICY 19. RECORDS.**

Upon request to the Tourism Panel, public records of the Panel shall be open for inspection electronically by any person at reasonable times in accordance with applicable law.

19.1 MINUTES, FINANCIALS, OTHER RECORDS. Tourism Director is responsible for providing virtual records of minutes and other records to the County Clerk & Recorder for archiving.

#### **POLICY 20. APPEARANCE AT PANEL OR SUB-COMMITTEE MEETINGS.**

On any matter coming before the Tourism Panel any interested party may appear in person, and/or by a representative, agent or attorney. Information should be provided to the Tourism Director or Chair in electronic format at least 72 hours prior to the meeting so he/she can add it to the agenda and send it to Panelists. Late breaking items must be delivered to the chair and

will be presented at his or her discretion. Scheduling of appearance and timing for the agenda is up to the discretion of the Tourism Director.

#### **POLICY 21. COUNTY ATTORNEY TO ADVISE COMMITTEE.**

The County Attorney shall advise the Panel on all legal matters pertaining to the Panel and attend Panel meetings where his/her attendance is required. The County Attorney shall represent the Panel in all legal proceedings where the Panel is a party. All questions to the County Attorney shall first be directed through the Tourism Director or Chair to the County Commissioners.

#### **POLICY 22. EVIDENCE.**

The Panel shall not be bound by strict rules of evidence and shall not be limited to consideration of such evidence as would be admissible in a court of law, and it may exclude irrelevant, immaterial or unduly repetitious testimony or evidence. The Chairman shall rule on all questions relating to the admissibility of evidence, but may be overruled by a majority of the Panel Panelists present.

#### **POLICY 23. Panelist LIABILITY.**

The County Commissioners have extended liability protection to all Panelists of the Tourism Panel through the County as an ongoing committee which serves Lake County.

#### **POLICY 24. AMENDMENT TO POLICIES.**

These rules may be amended at any regular or special meeting by an affirmative vote of the majority of the Panelists of the Tourism Panel and then presented to the County Commissioners for approval and formal adoption.

#### **POLICY 25. TOURISM PANEL PanelistSHIP ACKNOWLEDGEMENT.**

Upon appointment to the Tourism Panel the appointee acknowledges they have read the policy and procedures. It is advised that new Panelists review the prior six months' minutes to better understand the activities and actions of the Tourism Panel.

#### **POLICY 26. ADOPTION OF POLICIES.**

These Policies & Procedures were adopted upon recommendation of the Tourism Panel by Resolution of the County Commissioners of Lake County on.....