

CHAPTER L – TOURISM BOARD

ARTICLE I -- General

Section 1 – Establishment and Jurisdiction

There is hereby established a board known as the Tourism Board whose responsibility shall be to direct the disposition of the fifty percent (50%) of the Occupancy Tax set aside by law for the promotion of tourism in the Town of Oriental.

Section 2 – Composition

- a) The Tourism Board shall consist of five (5) regular members with an emphasis on seeking members that are affiliated with businesses or organizations that collect the Town's Occupancy Tax plus one (1) ex officio member appointed by the Mayor from the Town Board.
- b) All members shall be either residents of the Town of Oriental, or owners or employees of a business located within the Town limits.
- c) All new members are required to attend two (2) regular consistent meetings within 12 months before being considered to the Tourism Board.
- d) Members shall be appointed by the Board of Commissioners.
- e) One member of the Board of Commissioners shall be appointed to act as ex officio member to the Tourism Board and shall have the right to vote only when the number of votes is equal in the affirmative or in the negative.

Section 3 – Terms of Office

- a) All members of the Tourism Board shall serve without compensation. In the case of a vacancy occurring during a term, the Board of Commissioners shall appoint a replacement for the unexpired term. Members appointed to fill vacancies shall serve for the remainder of the unexpired term for which they are appointed to fill. Members shall be appointed for a term of three years (3), except for the Town Board member, who will only serve while a member of the Board of Commissioners.
- b) All terms shall end on March 31, and a successor shall be appointed by the Board of Commissioners at the March town meeting to take office on April 1. Members may continue to serve until their successors have been appointed.
- c) The membership rights of a Tourism Board may be terminated by a majority vote of the Board of Commissioners for causes deemed appropriate by such Board, including without limitation, the failure to attend a least 50% of the regularly scheduled meetings of the Tourism Board.

Section 4 – Rules, Meetings, and Records

- a) The members of the Tourism Board shall elect their chairman annually at the April meeting.

- b) The Tourism Board shall meet at the call of the chairman at least six (6) times annually: once in each of the following months: January, March, April, June, August, and October. Other meetings shall be held at the discretion of the Tourism Board as deemed necessary.
- c) All meetings shall be considered public, and notice of such meetings shall be given as required by law.
- d) The Chairman shall report all decisions of the Tourism Board to the Board of Commissioners at the next Town Meeting for approval by the Board of Commissioners. No decision by the Tourism Board shall be final until it is approved by the Board of Commissioners.

Section 5 - Use of Occupancy Tax Revenue

- a) At least one-half ($\frac{1}{2}$) of the proceeds shall be used only to promote travel and tourism in the town with 80% to be spent to increase the use of lodging facilities in the town and the remaining 20% is to be used based on the term “promote travel and tourism” means to advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, host and conduct tours for travel industry representatives and travel writers, or engage in similar promotional activities that attract tourists or business travelers to the town; the term includes administrative expenses of the town incurred in engaging in the listed activities, administered by the Tourism Board with approval by the Town Board.
- b) The remaining one-half ($\frac{1}{2}$) shall be used only for tourism-related expenditures. The term “tourism-related expenditures” means expenditures that are designed to increase the use of lodging facilities in the town or attract tourist or business travelers to the town and the cost of administering and collecting the tax; the term includes expenditures to construct, maintain or repair a visitor’s center, a convention facility, a museum, an historic attraction or a publicly owned waterfront structure, but does not include other capital expenditures as administered by the Town Board.