

MEMORANDUM

DATE: March 16, 2020
TO: Mineola City Council
FROM: Lynn Kitchens, Director of Marketing
SUBJECT: Amendment to Bylaws of Marketing/Tourism Advisory Board

On March 4, 2020, the Mineola Marketing/Tourism Advisory Board approved the attached amended bylaws in a regular meeting of the advisory board following submission of changes at the previous meeting of the board on Feb. 5, 2020.

Changes included:

- Addition of “Marketing” to the name of the advisory board.
- Clarification of organizations, entities, and businesses from which board members will be selected.
- Clarification of Board members eligibility per City of Mineola Code to come from within Mineola ISD boundaries.

The Marketing/Tourism Advisory Board request that City Council approve the amended bylaws as written.

BY-LAWS OF THE MINEOLA MARKETING/TOURISM ADVISORY BOARD

AS USED BY THESE BY-LAWS, UNLESS A DIFFERENT MEANING CLEARLY APPEARS FROM THE CONTENT:

1. "Board" shall mean the Marketing/Tourism Board of the city of Mineola, Texas.
2. The fiscal year shall begin October 1st and end September 30th.
3. The Board shall consist of seven (7) members appointed by the City Council.

Applicants for Board members will be submitted by the following organizations: Mineola Chamber of Commerce, Main Street Program, Mineola Civic Center, Mineola Lake Country Playhouse/Select Theater, Mineola League of the Arts, and/or any other Mineola historical or tourism related board, business or entity. All representatives will be approved and appointed by City Council. Terms of members shall be for two years, staggered, and shall expire on September 30, unless otherwise provided. Members shall continue to serve until their replacement has been appointed. Any member in good standing may be re-appointed by City Council.

4. Any member who misses three (3) consecutive meetings will be replaced, except when excused by the Chairman of the Board or Marketing/Tourism Executive Director.
5. The Marketing/Tourism Executive Director will serve as Ex-Officio member of the Board. Other Ex-Officio members that may serve on the Board are the City Manager and City Secretary.
6. The Board shall elect a Chairman, a Vice-Chairman and Secretary who will serve for a period of one (1) year. Advisory board election shall be held at the October meeting annually.
7. A Majority of the Voting Board shall constitute a Quorum for the transaction of business.
8. The meeting time, place and dates will be set by agreement of the Board.
9. Voting members shall be limited to the original seven (7) board members approved by the City Council, a successor thereto, or a designated representative of an approved board member. Ex-Officio members will not have voting rights.
10. A special meeting of the Board may be called by the Chairman, Vice-Chairman, or by the Executive Director of Marketing/Tourism or any three (3) voting Board members who deemed it necessary to expedite matters of an urgent nature.
11. These by-laws may be amended **at a regular meeting** of the Board by a Majority vote of the Board, providing said amendment was proposed in writing by a member of the Board at a preceding regular meeting.

BY-LAWS OF THE MINEOLA MARKETING/TOURISM ADVISORY BOARD

12. Eligibility for Board members is subject to Mineola Code of Ordinances for Boards. The Marketing/Tourism Board is exempt from residential requirements stated in Mineola TX Code of Ordinances, Chapter 2. Administration, Article V, Boards, Section 2-67 Eligibility by Section 2-78 Exceptions (adopted 7-27-1998), which states all members shall reside within the extended community being areas within the Mineola Independent School District boundaries.

REQUIREMENT OF BOARD MEMBERS:

Each Marketing/Tourism Board Member should have or provide:

1. A demonstrated interest in the Board's purpose and its goals.
2. Specific experience in and/or knowledge of administration, finance, work plan development, advertising, public relations, business activity, communications, tourism and/or economic development.
3. Minimum of 2-8 hours per month.

MAJOR RESPONSIBILITIES:

Marketing/Tourism Board Members are jointly responsible for:

1. Policy planning, development, administration and implementation.

Adopting policies which determine the purposes, governing principles, functions and activities, and courses of action of the Board.

Submits proposed budget for Marketing/Tourism to the City of Mineola no later than July of each year.

Assisting the Marketing/Tourism Executive Director in the development of an annual work plan for the Board.

Advising the Marketing/Tourism Executive Director on the implementation, administration and growth of the Board's work plan.

Providing liaison between the Marketing/Tourism Board and other organizations and agencies.

Establishing and/or continuing the legal existence of the Board.

Ensuring that the Board fulfills legal requirements in the conduct of its business and affairs.

Adopting and administering by-laws.

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Conducting all meetings under proper parliamentary procedures.

2. Public Relations:

Understanding and interpreting the Board's work to the Community.

Relating the services of the Board to the work of other Organizations and Agencies.

Giving sponsorship and prestige to the Board and inspiring confidence in its activities.

Serving as advocates of Economic Development through Tourism for the City of Mineola.

Serving as Ambassadors in promoting the goals and activities of the Marketing/Tourism Board.

3. Evaluation:

Reviewing and evaluating the Board's operations and maintaining standards of performance.

Monitoring the Board's activities on a regular basis.

4. Personnel:

Participating in the recruitment, selection and development of Marketing/Tourism Board's members.

INDIVIDUAL STANDARDS:

A responsible Marketing/Tourism Board Member:

Supports Board decisions, even when he or she may differ personally with the majority decision.

Is loyal.

Understands the mission of the Marketing/Tourism Board and promotes the goals and activities of the Board.

Attends all Board Meetings, unless excused by Chairman or by the Marketing/Tourism Executive Director.

Attends as many as possible of the training programs and workshops held each year by local, state and national tourism programs.

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Contributes knowledge, labor and if possible, financial resources to the Marketing/Tourism Board.

Does not interfere with the day-to-day administration of the Board's Plan of Work respecting that the Marketing/Tourism Executive Director is to report to the City Manager and City Council only.

Offers opinions honestly, without reservation and in a constructive way.

Must commit time to the Marketing/Tourism Board and its plan of work that he or she can realistically afford.

Promotes unity within the Board and seeks to resolve internal conflicts.

PURPOSE OF THE BOARD:

1. The Marketing/Tourism Advisory Board is charged with the responsibility of promoting and marketing the City of Mineola, and to present a budget for expenditures of Hotel Occupancy Tax (also known as HOT funds) under the guidelines of the State of Texas and the City of Mineola, Ordinance Article II Hotel, Occupancy Tax, Sec. 15-16 of its Code of Ordinance entitled "Levy of Tax".
2. Works with the Marketing/Tourism Executive Director to decide on efficient and wise uses of Occupancy Tax monies under State and City guidelines.
3. The Marketing/Tourism Advisory Board must present an Annual Plan of Work to the City Council during the budget process.

CHAIRMAN RESPONSIBILITIES:

Work with Executive Director to set agendas for the Board meetings.

Make sure that all necessary information is distributed to Board members prior to set meetings.

Conduct all meetings in accordance to Robert's Rules of Order.

To bring forward all issues at Board meetings for Board discussion and vote.

Chairman will open and close all Board meetings.

VICE-CHAIRMAN RESPONSIBILITIES:

Vice-Chairman will assume responsibility and duties of Chairman when Chairman cannot be present at Board meeting.

SECRETARY RESPONSIBILITIES:

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The Secretary will take minutes at all meetings and called meetings.

It is the responsibility of the Secretary to make sure the minutes are ready for all meetings.

The foregoing By-Laws were duly approved by the Marketing/Tourism Board held May 30, 1996 and hereby adopted as the official rules governing this Board.

By-Laws Amended September 22nd 2000

By-Laws Amended May 19, 2014

Betty Carr 5/14/2014

Tourism Advisory Chairman

Vincent 5-19-14

Mayor, City of Mineola

Bylaws Amended: March 4, 2020

The foregoing Bylaws were duly approved as amended by the Marketing/Tourism Advisory Board in a meeting held March 4, 2020 and hereby adopted as the official rules governing this Board.

Marketing/Tourism Advisory Board Chairman Date

Approved by City Council of Mineola, TX.

Mayor Date