



## **LAKE CITY/HINSDALE COUNTY MARKETING COMMITTEE**

### **BYLAWS**

#### **ARTICLE I: Name, Office & Fiscal Responsibility**

1. **Name:** The name of the organization shall be the Lake City/Hinsdale County Marketing Committee, hereinafter referred to as "Marketing Committee".
2. **Principal Office:** The principal office of the Marketing Committee shall be Hinsdale County, 311 N. Henson St., Lake City, Colorado.
3. **Fiscal Responsibility:** Fiscal responsibility for the Marketing Committee shall be held by Hinsdale County. All budgeting and accounting processes will be conducted according to Generally Accepted Accounting Principles and applicable Colorado law. The Marketing Committee shall create a working budget with expenditures handled by Hinsdale County.
4. **Admin Duties:** Admin duties shall be performed by the Hinsdale County Administrator (or appointee) who shall post advance notice of each Marketing Committee meeting at the designated posting place 24 hours or more before each meeting per the Colorado Open Meetings Law (1991), shall prepare and distribute the minutes of each Marketing Committee meeting, shall prepare correspondence for the Marketing Committee, and shall maintain permanent, hard copy files of Marketing Committee records which shall be available upon request for public inspection under the Colorado Open Records Act (1990).

#### **ARTICLE II: Purpose, Mission, Goals**

1. The Purpose of the Lake City/Hinsdale County Marketing Committee is to promote tourism in Lake City and Hinsdale County.
2. The Mission of the Lake City/Hinsdale County Marketing Committee is to assist in maintaining a robust county-wide economy by attracting visitors to Hinsdale County through external marketing.
3. In order to accomplish the purpose and mission of the Marketing Committee, the overall goals of the Lake City/Hinsdale County Marketing Committee include maintaining core marketing programs including visitor's guide and map, website, newsletter and social media; partnering with local, regional and state tourism organizations; implementing comprehensive marketing strategies both short and long-range for Hinsdale County and Lake City, hiring consultants or media specialists as needed; and securing revenue for marketing activities.

4. The Lake City/Hinsdale County Marketing Committee operates under the Hinsdale County Lodging Tax Board.

### **ARTICLE III: Membership and Terms of Office**

1. The Marketing Committee shall be comprised of seven (7) members, who shall be appointed as follows:
  - a. One Town of Lake City Trustee.
  - b. One Hinsdale County Commissioner.
  - c. One Lake City/Hinsdale County Chamber of Commerce Board Member.
  - d. One Lake City/Hinsdale County Lodging Tax Board Member.
  - e. One Lake City DIRT Board Member.
  - f. One at-large member appointed by the Marketing Committee. Qualified applicants must be registered voters in Hinsdale County.
  - g. One at-large member from the unincorporated areas of Hinsdale County.
2. The committee members shall serve for a term of two years. The term of a committee member shall commence immediately following his/her appointment.
3. Vacancies on the committee will be filled with approval from the Hinsdale County Lodging Tax Board based on recommendations from the Marketing Committee. Vacancies shall be filled by appointment at a regular or special meeting at which such action may be authorized.

### **ARTICLE IV: Officers**

1. The officers of the committee shall be a Chair and Vice Chair.
2. The officers shall be elected by the Committee at its annual January meeting each year and shall serve for a term of one year or until their successors are elected and qualified.
3. Vacancies occurring in any office shall be filled for the unexpired term by vote of the Committee.

### **ARTICLE V: Duties of the Officers**

1. **Duties of the Chairperson:** The Chairperson shall preside at all meetings at which he or she is present. In addition, the chairperson shall act as spokesperson for the Marketing Committee, unless another Marketing Committee member is authorized by the Chairperson or a vote of the Marketing Committee.
2. **Duties of the Vice Chairperson:** The Vice Chairperson shall perform duties of the Chairperson in the absence of the Chairperson, and other duties as assigned by the Chairperson or the Marketing Committee.

### **ARTICLE VI: Meetings**

1. Meetings of the Marketing Committee shall be held as needed in the Coursey Meeting room at 311 N. Henson Street in Lake City, or virtually through web conferencing.

2. In the event that a meeting date, time or place is changed, 24-hour notice shall be given to each committee member, by personal contact (i.e. e-mail or telephone), and 24-hour advance notice shall be given to the public by posting notice at the designated posting place.
3. Special meetings may be called by the Chairperson or a majority (4 or more) of the Members. Notice of the special meeting time and place, along with the agenda where possible, shall be posted at the designated posting place and given to the committee members at least 24 hours in advance of the meeting.
4. A quorum shall consist of a majority of the Marketing Committee members, and a quorum of four members must be present to take official actions. Official actions must be approved by a majority of the members in attendance.

#### **ARTICLE VII: Meeting Attendance.**

1. Failure of a Marketing Committee member to attend three consecutive regular meetings will result in a mandatory removal of the committee member, unless approval of the absence is entered in the minutes, or the absence is excused by mental or physical disability or illness.
2. If a member fails to attend three consecutive meetings without an excuse then a representative of the Marketing Committee may be appointed to confer on the general circumstances that have resulted in the absences before removal of the director is requested.
3. All members are expected to reply in a timely manner to e-mail or telephone messages regarding Marketing Committee business.

#### **ARTICLE VIII: Rules of Order.**

1. All questions of parliamentary procedure shall be settled according to Robert's Rules of Order whenever such questions are not clearly covered by these Bylaws.

#### **ARTICLE IX: Amendments.**

1. These bylaws may be amended at any regular or special meeting of the committee members by the affirmative vote of a majority of the committee members, provided the proposed amendments shall have been presented at a previous meeting of the board, or copy thereof furnished to each member of the committee at least ten days prior to the meeting at which a vote thereon is taken.

#### **ARTICLE X: Conflict of Interest.**

2. It shall be a conflict of interest when any member has, or might have, a financial interest, direct or indirect, in any proposed or pending matter. This includes in interest in a business that could be placed in a superior competitive position by any action on such proposed or pending matter.
3. Any member with a conflict of interest on a matter before the Marketing Committee shall so declare and shall be disqualified from voting on the matter.

4. If a conflict of interest is alleged by other members or by the public, and the member alleged to have the conflict does not agree that there is a conflict, the Marketing Committee shall request information pertinent to the matter and then determine by majority vote whether a conflict exists under these Bylaws, and whether to disqualify the member from voting on the matter in conflict.

ADOPTED, by the Marketing Committee Members this 6<sup>th</sup> day of August, 2020.

A handwritten signature in blue ink that reads "Ryan D. McWitt". The signature is written in a cursive style and is positioned above a horizontal line.

Chair, Lake City/Hinsdale County Marketing Committee

August 2020