

**BY-LAWS GOVERNING
SELMA TOURISM ADVISORY BOARD**

Sec. 2-51. – Tourism Advisory Board.

There is hereby established a Tourism Advisory Board under the authority of G.S. 160D-306

Sec. 2-52. – Tourism Advisory Board composition and membership.

- a) There shall be a Tourism Advisory Board consisting of five (5) members.
 - 1) Three (3) members appointed by the Selma Town Council shall reside within or participate in the daily operations of a business within the Town.
 - 2) Two (2) members appointed by the Selma Town Council shall reside within the Town or reside within the Town's extraterritorial jurisdiction.
- b) The Tourism Advisory Board shall, by majority vote of its membership, elect one of its members to serve as Chairperson and preside over the board's meetings and one member, to serve as Vice-Chairperson, at its first meeting in August of each fiscal year.
 - 1) A person so designated shall serve in either capacity for a term of one (1) year unless their term of appointment to the board expires sooner. Vacancies in these offices may be filled for the unexpired terms only by majority vote of the board membership.
 - 2) The Chairperson and Vice-Chairperson shall take part in all deliberations and vote on all issues.
 - 3) The Chairperson shall set, approve, and make changes to the agenda.
- c) All members appointed to the Tourism Advisory Board shall, before entering their duties, qualify by taking an oath of office as required by G.S. 160D-309.
- d) Applications for the Tourism Advisory Board will be reviewed by the Tourism Advisory Board and then a recommendation may be provided to the Selma Town Council for the final appointment decision. Final Appointment decision for all applicants is left to the discretion of the Selma Town Council as required by 160D-310.
- e) Advisory Board members shall be appointed for a three (3)-year term, but a member may continue to serve until their successor has been appointed. Members may reapply for a seat on the Tourism Advisory Board at the expiration of a term.
- f) Tourism Advisory Board members serve at the pleasure of the Selma Town Council.
- g) The absence of any member from more than 25% of regular meetings in a calendar year without leave except when such absence is made necessary by sickness or other similar cause, ruled as emergency in nature will declare vacant the seat of such

member, in which event the vacancy this created shall be filled by the Selma Town Council.

Sec. 2-53. - Meetings of the Tourism Advisory Board.

- a) Regular meetings of the Tourism Advisory Board shall be held at 9:00am on the second Thursday of February, May, August, and November. These meetings shall be held in the Jernigan Building. If a scheduled meeting falls on a Holiday where Town offices are closed, the meeting shall automatically be rescheduled to the following Thursday.
- b) The Tourism Advisory Board shall establish a meeting with the Selma Town Council in February of each year to discuss current and future goals, objectives, and projects.
- c) The Tourism Advisory Board acts in an advisory capacity, and it need not conduct its meetings (or portions of meetings) strictly in accordance with the quasi-judicial procedures set forth in Articles XIV and VI, Part 1 of this chapter. However, it shall conduct its meetings so as to obtain necessary information and to promote the full and free exchange of ideas.
- d) Minutes shall be kept of all Board proceedings by the Town of Selma staff.
- e) A Town of Selma Community Engagement staff member shall attend all Tourism Advisory Board meetings as staff liaison to the board. The Selma Town Manager or a Deputy Town Manger shall attend Tourism Advisory Board meetings in the absence of the Community Engagement staff member.
- f) All Board meetings shall be open to the public, and whenever feasible the agenda for each Board meeting shall be made available in advance of the meeting.

Sec. 2-54. - Powers and duties.

- a) To initiate, promote, and assist in the implementation of programs related to tourism in the Town of Selma.
- b) To make recommendations to the Selma Town Council concerning the 2% occupancy tax which is legislated to be expended by the Johnston County Visitors Bureau on behalf of the Town of Selma.
- c) To provide leadership and guidance in matters of tourism and marketing.
- d) To recommend a marketing strategy or plan to the Selma Town Council
- e) The Selma Town Council includes in the ordinance the following powers:
 - 1) To formulate and recommend to the Selma Town Council the adoption or amendment of ordinances, including zoning regulations, subdivision regulations, and other local development regulations, that will, in the opinion of the commission, serve to increase tourism in the Town.

- 2) To direct the attention of local government officials to needed enforcement of any ordinance that may in any way affect the tourism of the Town.
- 3) To promote public interest in and an understanding of its recommendations, studies, and plans, and, to that end, prepare, publish, and distribute to the public such studies and reports that will, in the opinion of the Advisory Board, advance the cause of increased tourism.
- 4) Authority to act as the Railroad Days Committee.

Sec. 2-55. – Tourism Advisory Board quorum and voting.

- a) A quorum for the Tourism Advisory Board shall consist of a majority of the board membership. A quorum is necessary for the board to take official action.
- b) All actions of the Tourism Advisory Board shall be taken by majority vote, a quorum being present.
- c) A roll call vote shall be taken upon the request of any member.
- d) Extraterritorial planning area members may vote on all matters considered by the board, regardless of whether the property affected lies within or without the Town.