

# MORGAN COUNTY TOURISM PANEL

## BYLAWS

as amended 10/2001

7/19/2005

9/18/2012

2/16/2016

9/19/2017

12/18/2018

5/19/2020

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## **MISSION STATEMENT**

The mission of the Morgan County Tourism Panel is:

- 1) To promote and increase the public awareness of tourism opportunities;
- 2) To enhance the experience of travelers through Morgan County, the region, and the State of Colorado;
- 3) To provide for the exchange of ideas, innovations and the latest developments in the tourism industry;
- 4) To provide opportunities, for networking and comradeship;
- 5) To commit to excellence in tourism promotion; and
- 6) To serve as a tourism resource to municipal and county governments.
- 7) To increase economic prosperity in Morgan County by promoting a positive and unique traveler experience using collaborative, local, regional and statewide relationships and assets.

## **ARTICLE I - Title**

The name of the organization shall be the Morgan County Tourism Panel.

## **ARTICLE II - Purpose**

The purpose is to provide a forum for the exchange of ideas and information between the public, government, and the tourism industry in order to address their specific and unique interests while administering the County Lodging Tax Tourism Fund. These funds are generated from the lodging tax upon the transactions of furnishing rooms or accommodations by any person or entity in any motel, hotel, campground or similar enterprise. The Morgan County Tourism Panel will execute these funds to advertise and market tourism for the benefit of Morgan County as a whole; entice visitors to attend Morgan County events in the hopes they stay overnight; and increase communications within the local tourism industry so as to produce an integrated plan to attract, serve, and capture tourism dollars for Morgan County, Colorado.

## **ARTICLE III - Appointment of Panel**

The Morgan County Board of Commissioners shall appoint a minimum of seven but no more than nine members to the Morgan County Tourism Panel to administer the County Lodging Tax

Tourism Fund. The appointments shall include a representative from the Fort Morgan Area Chamber of Commerce and a representative from the Brush Area Chamber of Commerce. The remaining members should be representatives from the County lodging community. In the event the Commissioners are unable to appoint a representative from the Chambers or sufficient representatives from the county lodging community, the Commissioners may appoint members of the tourism community at large to fill the seats on the Panel so that there are at least 7 members on the Panel.

\ Ex-officio members of the Panel include a representative of the Morgan County Board of Commissioners, the Tourism Marketing Manager, a representative of the City of Fort Morgan, and a representative of the City of Brush.

\ Ex-officio members are non-voting members of the Panel, however Ex-officio members are eligible to be elected to any of the Panel offices excluding the Treasurer as enumerated in Article V.

All Panel meetings are open to the public and press. Residents and Stakeholders of the community are able to attend meetings and give feedback to the Panel, but will not be able to cast a vote or hold an appointed seat until a position is open. If a seat is available, applicants will provide a letter of interest to be considered by the Panel and ratified by the County Commissioners if selected.

#### **ARTICLE IV - Terms**

Members of the Panel shall be appointed for one year. The Board of County Commissioners shall review the membership annually and appoint or reappoint members as appropriate. Annually members of the Panel shall be appointed and ratified by the County Commissioners to serve a minimum of one year. In the event a member of the Panel is unable to fulfill his or her term, the Commissioners may fill that position. That position would then be subject to appointment or reappointment at the same time as the other Panel members. All members of the panel shall serve without compensation, except that their reasonable and necessary expenses for travel and meals shall be reimbursed.

#### **ARTICLE V - Duties of Officers**

##### **A. Chairperson**

- 1) The Chairperson shall assume office in February after being elected by the members of the Panel and shall serve a minimum term of one year.
- 2) The Chairperson shall preside at each meeting, and represent the Panel in its various activities.

- 3) The Chairperson shall have the authority to appoint such committees as the Panel deems necessary.
- 4) The Chairperson shall be held by an ex-officio non-voting member.

B. Vice Chairperson

- 1) The Vice Chairperson shall assume office in February after being elected by the members of the Panel to serve a minimum term of one year.
- 2) The Vice Chairperson shall preside at any meeting in which the Chairperson is unavailable, shall represent the Panel in its various activities and assume any duties of the Chairperson that the Chairperson is unable to fulfill.

C. Secretary

- 1) The Secretary shall assume office in February after being elected by the members of the Panel, to serve a minimum term of one year.
- 2) The Secretary shall record and prepare minutes of each meeting. The Secretary shall forward a copy of the approved minutes by the Panel to the County Commissioners for each meeting held.
- 3) In the absence of the Chairperson, and the Vice Chairperson, the Secretary shall preside and facilitate at regular monthly meetings.

D. Treasurer

- 1) The treasurer will be held by the Tourism Marketing Manager.
- 2) The treasurer will submit monthly financial reports to the Panel.
- 3) The treasurer will prepare an annual budget for the following year during the last quarter of the fiscal year for approval by the Panel and submission to the County Commissioners.

E. Regional Representative

- 1) The Tourism Marketing Manager shall attend Northeast Travel Region meetings and keep the Panel apprised of noteworthy transactions. Executive Directors (or a representative) of the Brush and Fort Morgan Chambers are also encouraged to attend the meetings.

## **ARTICLE VI - General Information**

- A. Regular meetings of the Tourism Panel shall be held on the third Tuesday of each month, commencing at 12:00 p.m.
- B. Regular meetings may be postponed or cancelled based on agenda topics but shall be held no less than quarterly. The Tourism Marketing Manager will communicate meeting changes to all Panel members.
- C. Regular meetings may be held digitally by audio and or video conference using a meeting platform that works for all participating members provided that least forty-eight (48) hours' notice is provided. All votes at a digital meeting will be by roll call and be recorded in the minutes.
- D. Special meetings of the Morgan County Tourism Panel may be called by the Chairperson, Vice-chairperson and or the Tourism Marketing Manager for voting action through email. Panel members must receive necessary information for an email vote by email at least (48) hours before a vote by email is to be cast. There should be a deadline by which the email vote must be received by the Panel member that called for a vote by email. At least half of the voting members of the Panel must respond with an emailed vote for a vote by email to be valid.
- E. The order of business shall be established by the Tourism Marketing Manager and the Chairperson. Meeting agendas will include: Attendance/Introductions, Minute Approval, Financial Approval, Old Business, New Business, Advertising Requests, and Media Requests.
- F. There shall be a quorum of at least half of the voting members for official action on any agenda item whether in person or by email.
- G. Approved minutes will be given to all members of the Panel after each meeting and will be published and linked to Morgan County Tourism website.
- G. An annual budget shall be prepared by the Treasurer for approval by the Panel no later than September 30th, of any given year.
- H. By-laws will be reviewed annually by the Tourism Panel and approved with the budget.
- I. Requests for advertising must satisfy certain criteria:
  - 1) Focus shall be on advertising and marketing of tourism for the benefit of Morgan County.

- 2) Initial proposal shall be in writing with a description of the event with any supporting estimates or proposed bids attached to indicate the impacts to Morgan County.
  - 3) Proposals shall be considered on a case-by-case basis and are not automatic.
  - 4) Awards shall be at the discretion of the Panel, after careful consideration. Should the requests exceed the Panel's budget, awards will be adjusted in the most equitable manner. Proposals bringing in overnight guests will take precedence.
  - 5) The Tourism Panel exists to promote Morgan County tourism and therefore a follow up report from the organization receiving advertising is expected.
- J. Whenever a panel member has a financial or personal interest in any matter coming before the panel, the affected person shall:
- a) Fully disclose the nature of the interest
  - b) Withdraw from discussion, lobbying, and voting on the matter. The minutes of the meeting in which such conflict exists shall record such disclosure and abstention.
- K. Proposals referred to in this Article shall not be considered capital expenditures; however, nothing in this article shall preclude expenditures of a capital nature in accordance with statutes when approved by two-thirds of the membership.

**ARTICLE VII - Amendments**

BYLAWS ARE HEREBY PASSED, ADOPTED AND APPROVED AS AMENDED  
this      day of May 2020, by unanimous vote of Panel members present. Said bylaws shall become  
effective immediately upon approval by the County Commissioners.

Morgan County Tourism Panel Chair: \_\_\_\_\_

05/19/2020

ATTEST:

Susan R. Bailey



Mark R. Anderson

County Commissioners

6-8-20

Date