

Walton County Tourist Development Council

Guidelines and Application

CURRENT STATUTORY REQUIREMENTS AND STRUCTURE

- Pursuant to Florida Statutes, the Council is to be comprised of nine (9) members appointed by the Walton County Board of County Commissioners, with the following requirements:
 - o The Chairperson of the Walton County Board of County Commissioners, or any other BCC member selected by the Chair person;
 - o Two elected municipal officials,
 - At least one of whom is from the most populous municipality in Walton County or sub county special taxing district where the tax is levied;
 - o Six individuals who are involved in the tourist industry and who have demonstrated an interest in tourist development,
 - o Not less than three, nor more than four, shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in Walton County and are subject to the tax,
 - Not less than two, nor more than three, shall be individuals who are involved in the tourist industry and who have demonstrated an interest in tourist development, but do not own or operate motels, hotels, recreational vehicle parks, or other tourist accommodations in Walton County that are subject to the tax.
 - All members must be electors (registered voters) of Walton County, Florida.
- Staggered terms of four (4) years each.
- The Council shall be chaired by an individual selected by either Walton County, or the Council on an annual basis, and may be reappointed/re-elected.
- The Council shall meet at least quarterly.

STRUCTURE OF TDC MEMBER SEATS AS OF 11-6-2010

To comply with Florida Statutes certain changes need to be implemented with regard to the Tourist Development Council. Specifically, the changes relate to the terms of the members.

The BCC voted on 11-6-2010 to bring all TDC Advisory Council seats into compliance by reopening all seats. Walton County Board of County Commissioners will then appoint individuals to those seats with the following term structure for such appointments. All existing TDC members who are eligible to hold a position may reapply for appointment without prejudice under this proposal.

- Seat Allocation –
 - 1) The Chairperson of the Walton County Board of County Commissioners, or any other BCC member selected by the Chair person;
 - 2) Elected municipal official
 - a. from the most populous municipality in Walton County or sub county special taxing district where the tax is levied;
 - 3) Elected Municipal Official;
 - 4) Owner/Operator;
 - 5) Owner/Operator;
 - 6) Owner/Operator;
 - 7) Tourism Related;
 - 8) Tourism Related;
 - 9) Owner/Operator or Tourism Related

The terms “owner/operator” and “tourism related” are used due to their current usage in defining those seats. The aforementioned statutory definition for “owner/operator” and “tourism related” would be used in determining eligibility to hold such seats.

- Staggered Terms –
 - o Seat #2 would be appointed for a four year term, effective November 2010.
 - o Seat #3 would be appointed for a two year term, and beginning in November 2012 would become a four year appointment.
 - o Seats #4, #7, and #9 would be appointed for a two year term and beginning in November 2012 would become a four year appointment from that date.

- o Seats #5, #6, and #8 would be appointed for a four year term, effective November 2010.
- o Seat #1 would be reappointed for either a two or four year term at the BCC's discretion. If the term is two years, then the term of the individual would become four years effective November 2012. The BCC retains the ability to rotate this among the Chairperson of the BCC or a designee thereof.

STRUCTURE FOR TDC MEETINGS AND BOARD GOVERNANCE

- Meetings to be held quarterly, or as requested by the TDC Director or the Board of County Commissioners.
- The Chair of the TDC will be appointed by the Walton County Board of County Commissioners.
- If an individual holds seat 1, 2, or 3 and for any reason is no longer an elected official they must resign from their TDC seat. The Council Member is required to notify the TDC Executive Director & BCC 60 prior to vacating the elected seat.
- If any of the Advisory Council Members have a change in position or Company they are required to notify the Executive Director of the TDC and BCC immediately for evaluation of qualification of said seat.
- The TDC, its Council Members, and all activities of the TDC are required to comply with the Florida Sunshine Law. All appointed Council Members will receive detailed information regarding operating in the Sunshine Law.
- All Council Members are required to attend a Council Member orientation and training on BCC/TDC policies before they can take their seat.
- The Council and Executive Staff will meet in spring each year to review the goals of the strategic plan and create new goals/budget for the next fiscal year.
- All TDC Council Meetings will be recorded and minutes transcribed.

TDC MISSION STATEMENT:

- The Walton County TDC is a responsible industry organization that takes a leadership role in addressing issues that affect tourism and the quality of life in Walton County. We strive to grow our business in a sustainable manner while effectively executing marketing activities that will strengthen the position of the Beaches of South Walton in the tourism marketplace. To further strengthen our position, we will proactively manage and maintain the quality of our beaches as our primary attraction.

ADVISORY COUNCIL RESPONSIBILITIES:

It is with the help of community minded people, that the Beaches of South Walton TDC has been successful in its role as the Direct Marketing Organization (DMO) in Beaches of South Walton.

The Advisory Council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the BCC or its designee. Expenditures which the Council believes to be unauthorized shall be reported to the BCC and the Department of Revenue. The BCC and the department shall review the findings of the council and take appropriate administrative or judicial action to ensure compliance with this section.

Outlined below are some of the responsibilities that come with the title of Advisory Council Member.

ATTENDANCE AT COUNCIL MEETINGS:

The most important qualification of your role is the attendance at the QUARTERLY Council Meetings, held at 9:00 a.m. in the TDC Boardroom, on the 2nd Wednesday of the month. The TDC Council will also hold a Finance Meeting directly before the regular scheduled Advisory Council Meeting at 8:00 a.m.

Council & TDC Finance meetings are public meetings and are publicly noticed with minutes recorded.

The Council must have a quorum (a majority of the Council) present at a properly scheduled meeting for official action (a vote) to be taken. Lack of a quorum will result in no action being taken.

AMBASSADOR OF GOODWILL:

Advisory Council members are regularly asked to attend openings, cut ribbons, participate in community events, and spread goodwill in the name of the TDC. Advisory Council members should always be an Ambassador of Goodwill on behalf of the TDC.

PUBLIC AND MEDIA RELATIONS:

When speaking to the public and the media, members of the TDC Advisory Council shall not represent their personal view as the view of the TDC or the Council. While all members may express individual opinions on action that has been taken by the TDC, any member doing so should clearly qualify that statement as a personal opinion, and therefore not necessarily reflective of the views of the TDC, the Walton County BCC, or the TDC Advisory Council.

COUNCIL MEMBER'S CODE OF CONDUCT

1. Although a Council member may be drawn from a specific interest group, Council Members must represent the interests of the entire Beaches of South Walton and Tourism Community as a whole.
2. Council Members shall not take any action that would undermine the actions of the TDC if such action has been approved by the TDC Advisory Council and the Walton County BCC. Regardless of their personal viewpoint, Council Members shall not speak against, or in any way undermine TDC solidarity once a vote has been made.
3. Council Members should make every effort to attend the Annual Meeting, strategic planning session, any TDC workshops, etc.
4. Council Members are expected to attend all Council Meetings meetings. Council Members shall be prepared to commit sufficient time and energy to attend to TDC business.
5. Council Members shall avoid, in fact and in perception, conflicts of interest and disclose to the Chair & the TDC Executive Director, in a timely manner, any possible conflicts.
6. Council Members' contributions to discussions and decision making shall be positive and constructive.
7. Council Members' interactions in meetings shall be courteous, respectful and free of animosity.
8. Directors shall know and adhere to the TDC/BCC's governance and financial policies.
9. Council Members shall be prepared for meetings, having read pre-circulated material in advance of the meeting.
10. Council Members shall not attempt to exercise individual authority or undue influence over the TDC, other Council Members or staff. The TDC staff including the Executive Director reports directly to the Walton County Board of County Commissioners. It is the Executive Director's responsibility to hire, terminate and delegate the TDC staff to fulfill the TDC's goals and mission.
11. Council Members must notify the Executive Director once they have filed their intent to run for any political office.
12. Council Members shall conduct themselves in an ethical and professional manner at all times, and shall be governed by Florida's Code of Ethics.
13. Council members will review and make recommendations with the state/county required cent allocation in mind. See Addendum A.
14. Council members must immediately notify the Director in writing if they should leave their current employment that qualifies them to hold their seat, and shall additionally immediately notify the Director in writing upon any event that results in an individual no longer qualifying as an elector of Walton County.

Council Membership Application Process:

Applicants will submit the application form (See attached). Only one applicant per bed tax collector or organization shall be allowed. The applicant must meet the Council appointment criteria listed above.

All open seats will be publicly noticed that applications are being accepted for a two week period of time. Applicants will be presented for each of the qualifying seats to the BCC for appointment.

Each time a seat is open the process of public notice will occur no later than August 31st in order to place new Council Members by the beginning of their term October 1st.

Resignation/Termination of Membership:

A Council Member's terms shall be concluded upon the expiration of the appointed term, if such term is not renewed for a new term by the BCC; upon resignation; upon an individual's no longer conforming to the statutory criteria to hold the seat to which they were appointed; upon vote of the BCC to remove a member for violations of any laws of the State of Florida, the United States or for the violation of any code of conduct outlined by the TDC.

In the event a member should wish to resign from their seat, or should no longer meet the statutory criteria to hold such seat, said individual shall forward a letter to the Executive Director and the BCC stating these facts, and shall additionally tender a letter of resignation along with this submittal.

Council Members shall not take any action that would undermine the actions of the TDC if such action has been approved by the TDC Advisory Council and the Walton County BCC.

Appointment of New Member in the Event of Seat Vacancy

If any seat of the TDC Advisory Council should become vacant for any reason, the BCC may appoint an individual qualified to hold said seat for the remainder of the term that the departing Council Member was serving.

The TDC shall fill such temporary terms through the same application process as is conducted for any vacant seat, however, application for a temporary seat shall not serve to excuse an individual from being required to reapply for said seat at the conclusion of that term.

Upon the conclusion of a term that has been temporarily filled, the TDC shall undertake an application for process for that seat at the time said term shall be up for fulfillment. This term shall then comply with the original staggered four year term that the seat was originally scheduled to serve.

ADDENDUM A

Walton County Tourist Development Council Bed Tax Distribution

1st & 2nd cents are to be spent for administrative, marketing and beach maintenance.

The administrative costs come out of the first two cents and the remaining funds are divided amongst marketing to advertise Beaches of South Walton to promote tourism and beach maintenance to maintain the beach accesses and improve facilities within the boundaries of the 26 miles of coastline south of the Choctawhatchee Bay.

3rd cent is used for beach nourishment

To finance beach park facilities, beach improvement, maintenance, renourishment, restoration and erosion control of the beach.

4th cent is shared between Autumn Tides and New Product

Autumn Tides - develop and market the shoulder season to increase the fall visitation.

New Product - funds the beach safety program, including lifeguard services at all 8 regional accesses, Artist of the Year, Nature Based Certified Outfitters, Agri-tourism, Kellogg property, Bayou Arts Center, sponsorship grants to events within the county to advertise and promote tourism and way finding signage.

5th ½ cent is for marketing towards Southwest Airlines

Committed to promoting the emerging markets that Southwest provides direct low-cost flights.

Application
for appointment
Walton County Tourist Development Council Advisory Council Member

Name: Robert L Hudson

Organization/Business: _____

Business Address: _____

Must be a Registered Walton County Voter

Home address: 157 Fairway Drive Santa Rosa Bch, FL 32459

Telephone: _____

Email Address: _____

Business website: _____

Please indicate the seat requesting appointment/reappointment. (Please see page 2 to define Owner/Operator and Tourism Related)

- ☐ Seat 1. The Chairperson of the Walton County Board of County Commissioners, or any other BCC member selected by the Chair person;
- ☐ Seat 2. Elected municipal official
 - from the most populous municipality in Walton County or sub county special taxing district where the tax is levied;
- ☐ Seat 3. Elected Municipal Official;
- ☐ Seat 4. Owner/Operator
- ☐ Seat 5. Owner/Operator
- ☐ Seat 6. Owner/Operator
- ☐ Seat 7. Tourism Related
- ☐ Seat 8. Tourism Related
- ☐ Seat 9. Owner/Operator or Tourism Related

Qualifications

Please describe your area of expertise and/or interest that will benefit the TDC Advisory Council. (Prefer typed response and if more space is needed please attach)

I have received the TDC Advisory Council Guidelines and hereby agree to adhere to all the terms as stated above. As a member of the TDC Advisory Council I will remain in good **standing (Clay should we define this? Like paying bed tax, someone that is suing the county, etc)** with the BCC and understand that I must meet all of the requirements necessary to carry out this responsibility.

Signed By: _____

Print Name: _____

Company: _____ Title: _____

Date: _____