

CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU ADVISORY BOARD  
POLICIES AND PROCEDURES

SECTION I: SCOPE

A. Purpose

1. To establish a policy and procedures whereby the Orange County Board of Commissioners will establish the specific policies and procedures governing the Chapel Hill/Orange County Visitors Bureau Advisory Board.
2. The Orange County Board of Commissioners may appoint an advisory board whose duty is to serve in an advisory capacity to the Orange County Board of Commissioners regarding visitors' services in Orange County.

B. Authority

1. North Carolina General Statute 153A-76 grants boards of county commissioners the authority to establish advisory boards.
2. The Orange County Advisory Board Policy serves as the underlying policy document to which the Chapel Hill/Orange County Visitors Bureau Advisory Board, in addition to this policy and procedure document, is subject.
3. In the event that there is a conflict between the Orange County Advisory Board Policy and this Policies and Procedures document this Policies and Procedures document shall control.

C. Charge

1. The charge of the Chapel Hill/Orange County Visitors Bureau Advisory Board is as follows:

To develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community.

The purpose for which the Chapel Hill/Orange County Visitors Bureau Advisory Board was formed: The Chapel Hill/Orange County Visitors Bureau was established in 1982 as a department of county government for the purpose of developing year-round sustainable tourism for the towns that comprise Orange County in a manner favorable to impact its economic well-being. The board's purpose is to serve in an advisory capacity to Orange County Board of Commissioners by adopting an annual marketing plan and program of work for Visitor Bureau staff as necessary to carry out the Visitor Bureau's mission as stated above and below.

SECTION II: GOALS AND OBJECTIVES

A. Goals

1. The Chapel Hill/Orange County Visitors Bureau Advisory Board shall position Orange County as a desirable meeting and vacation destination to select visitor markets with careful consideration of the needs and assets of the communities that comprise Orange County
2. To work in cooperation with community organizations to achieve an effective, coordinated and comprehensive marketing program with high-quality collateral materials, on-line programs, and visitor services.
3. To serve as a countywide leader in developing strategies for consistently providing quality visitor services to travelers who visit Orange County.
4. To encourage longer stays, increased spending and repeat visits of travelers to Orange County.
5. To examine the range of visitor services available, to identify unmet needs and to encourage private businesses to meet those needs, as appropriate.
6. To operate in a manner that contributes to the economic development and quality of life that comprises Orange County.

B. Objectives

1. To establish the Bureau as the premier destination marketing organization in the region by highlighting the Orange County towns of Chapel Hill, Carrboro, Hillsborough and surrounding areas. Improving the promotion of Orange County will inevitably enhance the promotions and quality of tourism opportunities throughout the county. The marketing initiatives will create awareness of the tourism assets of Orange County; increase the level of interest in Chapel Hill/Carrboro/Hillsborough destinations for leisure travel; and increase the level of interest in Orange County as a destination for business meetings and conferences.

SECTION III: MEMBERSHIP

A. Authority

1. North Carolina General Statute 153A-76 grants boards of county commissioners the authority to establish advisory boards and to appoint members to and remove members from those advisory boards. In acting on this authority, the Orange County Board of Commissioners hereby establishes certain general conditions to which applicants and members of advisory boards should conform.

B. Composition

<u>QTY</u>	<u>Representation</u>
1	Hillsborough/Orange County Chamber of Commerce
1	The Chamber for a Greater Chapel Hill/Carrboro
1	The Alliance for Historic Hillsborough
1	UNC – Chapel Hill
2	Orange County Lodging Assoc. (rep hotel under 100 & over 100 rooms)
1	Town of Chapel Hill Council
1	Town of Hillsborough Board of Commissioners
1	Town of Carrboro Council
1	North Carolina H.S. Athletic Association
1	Economic Development Commission – Orange County
1	Board of County Commissioners
1	Orange County Arts Commission Board Liaison

- 1 Economic Development Staff – Town of Chapel Hill (ex-officio)
  - 1 Economic Development Staff – Town of Carrboro (ex-officio)
  - 1 Chapel Hill Downtown Partnership (ex-officio)
  - 1 At-large
2. A majority of members shall be residents of Orange County and shall maintain their domicile in Orange County. Domicile is defined as one's permanent established home as distinguished from one's temporary although actual place of residence. The Clerk shall confirm the residency of applicants.
  3. Members shall have a direct or indirect background in tourism and be actively involved in promoting tourism. Candidates should either live in Orange County, have invested in Orange County, or have a direct tourism interest in Orange County.

#### SECTION IV. MEETINGS

##### A. Staffing

1. Orange County staff may, upon the approval of the Orange County Manager, serve support functions as follows:
  - a. Administrative Duties, meeting minutes.
2. Regular meetings shall occur the third Wednesday of every month at 8:00 a.m. at various locations throughout Orange County.

#### SECTION V. ORIENTATION

##### A. Attendance

1. Each member shall attend an orientation presented by the Orange County Staff to familiarize the advisory board members with the operation of County government, the Visitor Bureau's Department rules, and the operating procedures of the advisory board.
2. Each voting member will be encouraged to complete the orientation within six weeks of his or her appointment and participate in at least one meeting with the staff.

#### SECTION VI. BY-LAWS

##### A. By-Laws

1. Any Bylaws adopted by the Chapel Hill/Orange County Visitors Bureau Advisory Board are void and no further bylaws shall be adopted. Procedure shall be governed solely by this policy document and the General Advisory Board Policy Document.
2. Should the Chapel Hill/Orange County Visitors Bureau Advisory Board determine modifications to policies and procedures are necessary the Chapel Hill/Orange County Visitors Bureau Advisory Board may petition the Board of County Commissioners for such modifications.