

City of Sedona, Arizona
Tourism Advisory Board
Rules of Procedure

Article I. Name and Purpose

Section 1.1 Official Name. The Tourism Advisory Board.

Section 1.2 Purpose. The Tourism Advisory Board was established by the Mayor and Council of the City of Sedona, Arizona through the adoption of Resolution 2023-15. The Tourism Advisory Board shall advise the City on tourism marketing and management and on such matters as may be referred to it by the City Council or City Manager. The Tourism Advisory Board shall be an advisory body only. The Board does not set policy and shall have no power to contract on behalf of the City or to authorize the expenditure of funds.

A. The Board is directed to:

1. Provide input and makes recommendations on matters involving tourism marketing and management initiatives, projects, and short and long-range plans.
2. Shares ideas, research, and information about feasibility or implementation to further the city's tourism efforts involving marketing, management, sustainability, increase tax revenue if/when applicable, and management of visitation, with staff, who report to the city leadership and the City Council.

B. Board Members are expected to:

1. Provide constructive insight based on their expertise in the area being discussed.
2. Provide constructive feedback on the ideas and/or content presented by staff or other outside consultants or hired subject matter experts.
3. Provide constructive feedback on content to be presented to council by staff or hired subject matter experts.
4. As required, participate in brainstorming of ideas on topics provided by staff or hired subject matter experts.
5. Come prepared to advisory committee meetings with ideas, feedback and insights that are germane to the topic.
6. Stay on topic during the meeting unless asked to provide other areas of concern or topics to be considered.
7. Submit ideas or comments during the Board meeting, either verbally or written, unless specifically asked to do otherwise by staff or hired experts.

8. Work with and through the Board as a whole and staff rather than attempting to influence work product or decision-making individually or outside the Board process.

C. Board Members do not:

1. Make final decisions on any idea, expenditure, opportunity, promotion or campaign, hired professional services or usage of data collected.
2. Hold governance authority over any city employee, consultant, or the public. City staff and hired experts do not report to the TAB members.
3. Manage any fiduciary responsibilities, including but not limited to grant or other financial opportunities, or program or project expenditures, unless expressly sanctioned by staff liaisons or the City Council.
4. As individuals, speak on behalf of the entire Board.

Article II. MEMBERSHIP

Section 2.1 Number of Members. The Board shall consist of eleven (11) Members.

Section 2.2 Board Makeup. Members of the Board shall be appointed from the following groups:

- A. Residents of the City of Sedona.
- B. Persons who own or operate a business within the City of Sedona.
- C. Represent an organization serving the City of Sedona community.

The following City staff shall serve as liaison to the Board and support the purpose and function of the Board as directed by the City Manager:

- A. Tourism & Economic Initiatives Manager
- B. The City Manager or her/his designee.

Section 2.3 Appointment of Board Members. Members shall be appointed by the City Council. Members shall be selected in accordance with Rule 5 of the Sedona City Council Rules of Procedure and Policies.

Section 2.4 Terms of Office. Terms of office for each Member shall be four (4) years except for the initial appointments as set forth below. Terms shall begin on January 1, and expire on December 31. For the initial appointment of eleven (11) Board Members, five (5) Board Members shall be appointed to two-year terms and six (6) Board Members shall be appointed to four-year terms. Thereafter, all terms shall be four years.

Section 2.5 Vacancies. Vacancies that occur during a term shall be filled for the remainder of the term as soon as reasonably possible and in the same manner as an appointment as set forth in Section 2.3. If possible, the Member shall continue to serve until the vacancy is filled.

Section 2.6 No Compensation and Expenditure of Funds. Members serve without compensation. The Board and its Members have no authority to expend funds or to incur or make an obligation on behalf of the City unless authorized and approved by the City Council. Members may be reimbursed for expenses authorized and pre-approved by City staff and the Board.

Section 2.7 Compliance with City Policy. Members will comply with all City Ordinances, Rules, and Policies applicable to the Board and the Members, including the City of Sedona Commissioner Handbook.

Section 2.8 Conflict of Interest. The Board Members shall comply with Chapter 2.95 of the Sedona City Code, as it may hereafter be amended, concerning matters involving conflicts of interest.

Section 2.9 Removal. Board Members serve at the pleasure of City Council. Any Board Member may be removed at any time by a majority vote of Council for any reason or for no reason at all.

Article III. BOARD OFFICERS

Section 3.1 Officers. The Board Officers are Chair and Vice-Chair. The Chair and Vice-Chair are approved by a majority vote of the Board Members at the first meeting of the calendar year, except for the initial appointment of Chair and Vice-Chair by City Council.

Section 3.2 Terms of Office for Board Officers. Board Officers serve for a term of two years. Officers may not serve more than two (2) consecutive terms. A vacancy in any office shall be elected by majority vote of the Members at the next regularly scheduled meeting, or as soon as reasonably practical for the unexpired term. If possible, a Board Officer shall continue to serve until the vacancy is filled.

Section 3.3 Duties.

A. The Chair presides at Board meetings. The Chair shall generally manage the business of the Board. The Chair shall perform the duties delegated to the Chair by the Board

B. The Vice-Chair shall perform the duties delegated to the Vice-Chair by the Board. The Vice-Chair presides at Board meetings in the Chair's absence. The Vice-Chair shall perform the duties of the Chair in the Chair's absence or disability.

Article IV. MEETINGS

Section 4.1 Date and Time of Regular Meeting. The Board shall meet at least quarterly, at a date and time to be set out in the Board's minutes.

Section 4.2 Notice for Meetings. Board staff liaison will be responsible for notifying the Board of any upcoming meetings, including special meetings. Board members will be given notice consistent with the Arizona Open Meetings Act.

Section 4.3 Agenda. The Board staff liaison shall be responsible for preparing and posting the Board agendas.

Section 4.4 Special Meetings. Special meetings may be set at the will and discretion of the Board whenever it deems necessary. The Chair of the Board shall call the special meeting.

Section 4.5 Electronic Meetings. Meetings of the Board may be held partially or entirely by teleconference, internet videoconference, or other similar electronic transmissions so long as a quorum of Board Members participate. Participation in a meeting pursuant to this Section 4.5 shall constitute presence in person at such meeting.

Section 4.6 Quorum. A quorum shall consist of six (6) Board members. A quorum is required for the Board to convene a meeting and to conduct business at a meeting.

Section 4.7 Minutes. A recording or written minutes shall be made of Board meetings. The City Clerk is the custodian of all Board records and documents. It shall be the duty of the City Clerk to file and preserve the minutes of each meeting of the Board, along with a list of the members of the Board who were present.

Section 4.8 Attendance. Members are expected to attend Board meetings prepared to discuss the issues on the agenda. A Member shall notify the Board staff liaison if the Member is unable to attend a meeting. Excessive absenteeism may be subject to action by the Council and may result in the Member being removed from the Board. Excessive absenteeism is defined as 50% or more of meetings missed in a twelve-month period. If a Member is removed from the Board that position will be considered vacant, and a new Member shall be appointed to the Board in accordance with Section 2.3.

Section 4.9 Public Participation. In accordance with The Arizona Open Meetings Act, the public is welcome and invited to attend Board meetings and to speak on any item on the agenda. If any written materials are to be provided to the Board, a copy shall also be provided to the Board staff liaison for inclusion in the minutes of the meeting.

Section 4.10 Open Meetings. Public notice of Board meetings shall be provided in accordance with the provisions of the Arizona Open Meetings law A.R.S. Section 38-431.01. All Board meetings and deliberations shall be open to the public and shall be conducted in accordance with the provisions of the Arizona Open Meetings law.

Article V. MISCELLANEOUS

Section 5.1 Rules of Procedure Amendments. The Board may recommend amendments to these Rules of Procedure by majority vote of the Board Members at any regular meeting of the Board. The Board's proposed amendments must be approved by City Council. Amendments are not effective until approved by City Council.