



## **Marketing and Communications Advisory Committee Guidelines & Application**

### **Mission:**

The Walton County Tourist Development Council's Marketing and Communications Advisory Committee will provide expertise and feedback to assist marketing and communications strategies and implementation. The goal of the committee is to ensure that all efforts support the local tourism economy and strengthen the Walton County brand.

### **Committee Composition and Terms:**

The Walton County TDC will select a council member to serve as liaison between the Walton County TDC and the Marketing and Communications Advisory Committee. This council member will be a voting member of the committee.

The Marketing and Communications Advisory Committee shall include nine (9) members at any given time. Members shall be currently employed in Walton County businesses and/or residents of Walton County with an interest in tourism in Walton County.

Makeup of the committee and terms are as follows:

- A. One (1) Walton County Tourist Development Council Member;
- B. Four (4) professionals currently engaged by one of the 25 largest bed tax collectors in Walton County in a marketing, communications or group sales role;
- C. Four (4) professionals of a non-bed tax collecting business such as local restaurant, retail establishment, advertising/PR agency, etc. currently operating in a marketing, advertising or promotional capacity.

Committee appointments shall be for a two (2) year term.

A chairperson and vice chairperson shall be approved by the Walton County TDC. The chairperson and vice chairperson each shall serve a two (2) year term.

Committee members as well as the chairperson and vice chairperson may be re-nominated for additional terms, if so desired, and approved by the Walton County TDC.

The Tourism Department's Director of Marketing will be the staff liaison for all Marketing and Communications Advisory Committee activities.

### **Meetings:**

Meetings will be held on an as needed basis at the South Walton Courthouse Annex, and shall be publicly noticed, recorded and minutes taken. **All committee members are subject to the Sunshine and Public Records Laws** for any issues that might come before the committee.

A quorum of five (5) members must be present at properly scheduled meetings for official action (a vote) to be taken. Lack of a quorum will result in no action being taken.

**Application and Approval Process:**

The Tourism Director will solicit the industry for triennial committee positions and to fill vacated seats.

All applicants and the companies they represent must be in good standing with the Walton County Tourism Department.

Applicants must submit the application form explaining qualifications to serve. Only one committee member per company or property will be allowed.

Applicants must be in at least a management position within their organization, demonstrating decision-making ability along with the authority to vote on relevant issues. Applicants must be currently employed in Walton County businesses and/or residents of Walton County interested in Walton County tourism. It is recommended that those who wish to be considered for committee selection be in one of the following categories:

1. Business Owner
2. Director or equivalent management level employee
3. Public Relations/Promotions Manager
4. Special Events Manager

Upon receipt of applications at the Walton County Tourism Department offices, by designated deadlines, the applicants will be approved by the Tourism Director. The approved applicants will then be presented to the Walton County TDC for confirmation.

New committee members shall be notified in writing of the official Walton County TDC Committee appointment.

**Termination/Resignation of Membership:**

All committee members and the companies/organizations they represent shall remain in good standing with the Walton County Tourism Department in order to maintain their seat on the committee.

Note: It is important for all potential committee members to understand that they and their respective places of employment will be willing and able to make the necessary time commitment and contribute the job-related skills that will be necessary to carry out this responsibility.

A committee member will be notified in writing after failing to attend two (2) consecutive meetings and is subject to termination after failing to attend three (3) consecutive meetings. Upon written notification to the Walton County Tourism Department of a member's inability to attend required meetings due to unforeseen or unusual circumstances, said circumstances will be reviewed by the committee members. Termination of said member will then be at the discretion of and subject to a vote of the existing committee members.

Should a committee member wish to vacate their seat as a member of the Marketing and Communications Advisory Committee for any reason, said member will forward a letter of resignation to the Walton County Tourism Department advising the same. Should a resignation of a committee member occur, the Tourism Director will then solicit applications from the industry and/or community to fill the vacated seat.

