



## **Destination Improvement Advisory Committee Guidelines & Application**

### **Mission:**

The Walton County Tourist Development Council's Destination Improvement Advisory Committee will support efforts and provide feedback in the areas of capital improvement projects, visitor center renovation, South Walton signage, public parks and paths. The goal of the committee is to ensure that Walton County beaches and beach associated amenities meet a uniform, high-quality standard. The committee will also provide input in selecting beach improvement projects.

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

The Walton County TDC will select a council member to serve as liaison between the Walton County TDC and the Destination Improvement Advisory Committee. This council member will be a voting member of the committee. The Destination Improvement Advisory Committee shall include nine (9) members at any given time. Members shall be currently employed in Walton County businesses and/or Walton County residents interested in tourism located within Walton County.

Makeup of the committee and terms are as follows:

- A. One (1) Walton County Tourist Development Council Member;
- B. One (1) South Walton Turtle Watch representative;
- C. One (1) professional from a background of the construction, engineering, planning similar field;
- D. One (1) Florida Department of Environmental Protection representative;
- E. One (1) South Walton Fire District representative;
- F. Four (4) members in business and/or residents interested in the field in tourism. These seats will be geographically distributed in the taxing district to ensure all sections of the beach are represented.

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 Beach Operations will be the staff liaison for all Destination Improvement Advisory Committee activities.

### **Meetings:**

Meetings will be held on an as needed basis at the Walton County 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 biennial 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 businesses and/or residents interested in tourism located within Walton County. It is recommended that those who wish to be considered for committee selection be representative of one of the following categories:

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

Upon receipt of applications at the Walton County Tourism 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 Destination Improvement 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.

**TDC DESTINATION IMPROVEMENT  
ADVISORY COMMITTEE APPLICATION**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Provide detail of why and under which areas of expertise (B-C-D-E-F) you qualify to serve:

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*I understand the expectations detailed in the guidelines above. I am prepared to make the necessary time commitment and contribute my industry related skills which will be necessary to carry out this duty.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date