



## REQUEST FOR BOARD ACTION

ITEM NO. 13.

**DATE OF REQUEST:** December 29, 2008

**REQUESTED BY:** Chairman Tate/Attorney Thurman

**SHORT TITLE:** Tourism Development Authority Restructuring Proposal and ByLaws Amendments

**BACKGROUND:** The Tourism Development Authority (TDA) has recommended moving to a 9 member board versus an 11 member board as is currently structured. The enabling legislation requires that occupancy tax collectors represent 1/3 of the TDA membership, therefore an 11 member board requires 4 collectors. Historically the TDA has had difficulty in identifying and keeping 4 collectors on the board. A 9 member board would require 3 collectors. The proposed new structure would provide for 3 collectors (3 year terms), 5 members representing each of the Board of Commissioner Districts (3 year terms), and 1 member representing the three Chambers of Commerce (1 year terms). The Chamber of Commerce position is proposed to rotate among the three Chambers, starting with the Greater Topsail Area Chamber, then the Burgaw Chamber, then the Hampstead Chamber. The restructuring would provide for 2 ex-officio members-the Pender County Finance Officer and the Cooperative Extension Director.

If the recommended restructuring is approved, 4 vacancies would need to be filled:

(1) Collector, (2) District representative [Districts 1 & 3], and (1) Chamber representative [Greater Topsail Area]

The current TDA bylaws do not conform to the current or proposed structure of the organization. Therefore, the bylaws are amended to reflect the proposed structure and organization of the authority.

A summary of the purpose of the restructuring, and a comparison of the current versus proposed TDA composition is attached. As well, a copy of the recommended bylaw changes is attached, with changes highlighted in yellow.

**SPECIFIC ACTION REQUESTED:** To consider a resolution approving the proposed restructuring of the Tourism Development Authority, and the amended bylaws.

**COUNTY MANAGER'S RECOMMENDATION**

I concur with the suggested changes. The proposal reduces the number of members to 9 as recommended by the Authority. Having members represent each of the five Commissioner districts would help ensure a more even distribution of appointees. As well, the Chambers of Commerce would continue to be represented on the Authority, as would the collectors. The proposed bylaws conform to the statute creating the Authority, and clarifies the reporting and supervisory relationship of the Director.

JB  
Initial

**RESOLUTION**

**NOW, THEREFORE BE IT RESOLVED** by the Pender County Board of Commissioners that:

the Tourism Development Authority be restructured to include 9 appointed members and 2 ex-officio members; that the 9 members be represented as follows: 3 collector representatives, 5 members representing each of the 5 Board of Commissioner Districts, and 1 Chamber of Commerce representative; and that the 2 ex-officio members be the Pender County Finance Officer and the Pender County Cooperative Extension Director;

**AND BE IT FURTHER RESOLVED THAT:**

the Tourism Development Authority bylaws be amended as written on the attached draft entitled Pender County Tourism Development Authority ByLaws

**AMENDMENTS:**

MOVED \_\_\_\_\_ SECONDED \_\_\_\_\_

APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ UNANIMOUS \_\_\_\_\_

YEA VOTES: Tate \_\_\_ Brown \_\_\_ Blanchard \_\_\_ Rivenbark \_\_\_ Williams \_\_\_

\_\_\_\_\_  
Jimmy T. Tate, Chairman      1/5/09  
Date

\_\_\_\_\_  
ATTEST      1/5/09  
Date

**TOURISM DEVELOPMENT AUTHORITY RESTRUCTURING PROPOSAL**

**PURPOSE**

To more evenly distribute participation from throughout the county to ensure a diverse group of representatives interested in tourism development; and to ensure all tourism related interests have opportunity to participate, such as agri-tourism and eco-tourism interests in addition to coastal related tourism interests.

The TDA has recommended a smaller board, suggesting a 9 member board versus an 11 member board as currently structured. By having a 9 member board, only 3 "collectors" will be required per the enabling legislation. Historically the TDA had had difficulty identifying and keeping 4 "collectors" as required under an 11 member board structure.

The current TDA by-laws have not been updated to reflect past Board restructuring and TDA practices, therefore the need to ensure by-laws are consistent with the statutory authority and Board preference for structure.

**CURRENT STRUCTURE**

11 Appointed Members/1 Ex-Officio Member:

<u>Sector Represented</u>	<u>Term</u>	<u>Current Representative</u>	<u>Term Expires</u>
Collectors	3 years	Kathy Cherry	2010
Collectors	3 years	Bill Johnson	2009
Collectors	3 years	Vacancy	2012
Collectors	3 years	Vacancy	2012
At-Large	2 years	BJ Ryan	2010
At-Large	2 years	Jimmy Tate	2010
At-Large	2 years	John Wharton	2010
Chambers	1 year	Vacancy*	2009
Chambers	1 year	Vacancy*	2009
Chambers	1 year	Vacancy*	2009
Cooperative Extension	3 years	Wayne Batten	2010
Ex-Officio	Permanent	David McCole, Finance Officer	

\*Martin Beach represented the Burgaw Chamber and his term expired August 31, 2008. Liz Schoenleber has submitted an application for appointment representing the Greater Hampstead Chamber, and Buddy Fowler has submitted an application for appointment representing the Greater Topsail Area Chamber.

Note: All terms expire August 31 each year.

**PROPOSED STRUCTURE**

9 Appointed Members/2 Ex-Officio Members:

<u>Sector Represented</u>	<u>Term</u>	<u>Current Representative</u>	<u>Area Represented</u>	<u>Term Expires</u>
Collectors	3	Kathy Cherry	Topsail Beach	2010
Collectors	3	Bill Johnson	Topsail Beach	2009
Collectors	3	Vacant	-----	2012
District 1	3	Vacant	-----	2012
District 2	3	BJ Ryan	Burgaw	2010

District 3	3	Vacant	-----	2012
District 4	3	John Wharton	Burgaw	2010
District 5	3	Jimmy Tate	Willard	2010
Chambers*	1	Vacant	-----	2010
Ex-Officio	Permanent	County Finance Officer		
Ex-Officio	Permanent	Cooperative Extension		

\*The proposal is to rotate the Chamber appointment among the three Chambers, beginning with the Greater Topsail Beach Area Chamber, then the Burgaw Chamber, followed by the Greater Hampstead Chamber.

Note: All terms expire August 31 each year.