



pella area community
& economic alliance

GUIDELINES OF DESTINATION DEVELOPMENT COUNCIL

ARTICLE I

Purpose

The Destination Development Council seeks to:

- Promote area events, attractions, meetings and conferences to create great experiences and lasting impressions for Pella's visitors.

Scope

Plan of action developed by the Council should align with the goals and objectives of the PACE Alliance. This Council will also continue the efforts and purpose of Convention & Visitors Bureau (CVB), and is encouraged to work with other Councils on common or complimentary marketing activities and programs. The PACE Alliance Board of Directors reserves the right to intervene if actions, views or activities are found to be in conflict with the PACE Alliance bylaws, goals or missions, which govern and supersede the Council.

ARTICLE II

Destination Development Council

Composition of the Council

The Destination Development Council shall be composed of PACE Alliance members and their employees. The Council shall strive to have between ten and fifteen representatives, and all members are voting members. Special areas of expertise or experience that are encouraged to be represented (but not required) include: Lodging, attractions, retail, City of Pella, restaurant, and corporate event/group/meeting planners.

Term of Council Members

There is no term for Council members, except for the Council Chair and Vice Chair, who will agree to 3-year appointments.

Officers

The Council will have two of its members hold the offices of Chair and Vice Chair. Candidates for officer positions will be selected by the Council every three years by

December 30 of last year of the current Chair's term. Candidate names are to be forwarded to the Board of Directors for confirmation at the Annual Meeting of the Alliance. All officers shall hold office until their successors are qualified. In the event that an officer is unable to complete a term, a successor will be chosen to fulfill the remainder of the term by the Board of Directors of the PACE Alliance.

Successors for Officer positions: To be eligible, Council members must have served on the Council for at least six months and have attended at least 60% of meetings in the prior six months on the Council. Council members may express their interest in Council leadership to the PACE Alliance Director or current Chairperson, or may be nominated by those individuals. If a Council member agrees to serve in that capacity, a vote must be taken and a super majority +1 of the minimum number of Council members (minimum number of Council members is 10) must confirm the appointment. If multiple Council members express interest in leadership, the slate will be presented to the entire council and a confidential vote will be taken to determine the appointment.

- a. Chairperson: shall preside at all meetings of the Council. The Chairperson will also represent the Destination Development Council on the PACE Alliance Board as a voting member. The Chairperson will perform all the duties usually incident to the office of Chair (see full duties description below).
- b. Vice-Chairperson: Shall perform the duties of the Chairperson in his/her absence, including serving as a non-voting member of the PACE Alliance Board in the event of Chairperson's absence.

Meetings

A regular meeting of the Council shall be held generally once per month, and at minimum four (4) times per year at a time determined by the Council. Additional meetings may be called by the PACE Alliance Chair and/or Alliance Executive Director as needed. Notice (including the purpose of the meeting) shall be given to each member at least one (1) day prior to meeting. A simple majority + 1 of the minimum Council size constitutes a quorum and is necessary for the transaction of business at all meetings.

ARTICLE III

Finances

Funds

The funding for Destination Development Council shall come from the PACE Alliance. Funds for the Convention & Visitors Bureau (CVB) shall come from hotel/motel tax and revenues generated from CVB activities. An annual budget will be submitted prior to year-end to the PACE Alliance Director, and subject to review and approval or modification by the PACE Alliance board. A solicitation of funds may also be made as needed by the Destination Development Council for support of special events, projects, and other needs that arise. Additional dollars raised for such activities shall be deposited into the PACE Alliance

account then dispensed. All monies paid to CVB shall be placed in a separate account from the Alliance general fund.

Disbursements & Accounting

The CVB Director (if position is vacant then the Chamber Executive Director) and Alliance Executive Director are authorized to make disbursements on account and expenses provided for in the budget. Disbursements shall be by check and subject to review by the Council and the PACE Alliance Board. Accounting services will be provided for Destination Development Council through the PACE Alliance.

Fiscal Year

The fiscal year shall be from January 1 to December 31.

ARTICLE IV Limitation of Authority

Limitation of Authority

No action by any Council member or officer shall be binding upon or constitute an expression of the policy of the Destination Development Council until it has been approved or ratified by the Council and PACE Alliance Board.

Review

The Council shall annually review and approve all activities and proposed programs of the CVB and the Destination Development Council.

ARTICLE V Amendment Procedures

Amendment by the Committee

These General Guidelines may be amended at any regular or special meeting of the Council. Proposed amendments must be sent in written form to the Chairperson and the PACE Alliance Executive Director at least ten (10) days before said meeting. Super majority + 1 vote of the Council members is required for approval of any proposed amendment unless objected to by the Board of the PACE Alliance.



Duties of the Council Chairperson (initial term 1 year; subsequent terms 3 years)

- Oversee your Council's vitality and achieving their plan of work
 - Recruit additional talent to your Council that may assist in reaching goals within the Council's plan of work
- Represent your Council on the Alliance Board of Directors (meets quarterly)
 - Full voting member of the PACE Alliance Board of Directors
 - Give a full report on what your Council is working on, accomplished, future plans and any challenges your Council is experiencing
 - Work with staff to develop and present a budget request to the Board each year in October
- Facilitate the meetings of the Council
 - Work with Alliance staff to create agenda for your Council
 - Send out the agenda to their Council members
- Have your Council choose a vice chair to run meetings in your absence

To learn more about or to join this Council contact the Alliance Executive Director, Karen Eischen at karen@pella.org or 641-628-2626.