

**Resolution – Hampton Tourism Advisory Committee**

In consideration of the following resolution:

**RESOLUTION**

**WHEREAS**, the Hampton City Council deems it appropriate to appoint an Advisory Committee to consult and work with the Management of the Hampton Conventions and Visitors Bureau in areas related to the tourism industry of Hampton;

**NOW, THEREFORE, BE IT RESOLVED** that the Council does hereby appoint eleven (11) citizens of Hampton (who shall serve without compensation) having knowledge and abilities that will contribute to the efficient management of the Hampton tourism product.

**BE IT FURTHER RESOLVED** that the following shall govern the appointment and service of such members:

1. **APPOINTMENT**: The initial members of the Advisory Committee shall be appointed for the following terms to commence from the date of appointment:
  - A. Three members for one year
  - B. Four members for two years
  - C. Five members for three years
2. **COMPOSITION**: The members of the Advisory Committee shall shall be appointed from the following constituencies:
  - A. One member from the full service hotel community
  - B. One member from the limited service hotel community
  - C. One member from the retail community
  - D. One member from the attractions community
  - E. One member representing the Hampton Roads Convention Center
  - F. One representing the City Manager's office
  - G. One member representing the business community
  - H. Four citizens at large from the City of Hampton
  - I. One member from the Hampton City Council

Thereafter all members shall be appointed for a term of three (3) years. Any vacancy on the committee shall be filled by Council for the unexpired term. Members whose terms have expired, shall continue to serve until their successor has been appointed.

3. **MEETINGS**: The Advisory Committee shall meet on a regular schedule with the Hampton Convention & Visitor Bureau Director and at such times as the Director shall request a meeting to consult on items of interest to the community.

4. **CHAIRPERSON, VICE CHAIRPERSON, SECRETARY, QUORUM**:

The committee shall elect a Chairperson and Vice-Chairperson from its membership who shall serve at the pleasure of the membership. The Secretary, also elected from the membership, shall take minutes of all Committee meetings, prepare the annual report of the Committee, and other reports as required by the Committee. A quorum for all purposes shall consist of five (5) members.

5. **DUTIES OF ADVISORY COMMITTEE**: The committee shall act in an

advisory capacity to the Hampton Conventions and Visitors Bureau management and shall consult with the Director of the department on matters pertaining to advertising, target marketing and long range visioning for the tourism product in Hampton and other matters brought before the committee by the Director. Items brought up by the membership of the committee shall be referred to the Director for investigation, study and report as to feasibility of adoption or implementation.

**6. RESPONSIBILITY OF HAMPTON CONVENTIONS AND VISITORS**

**BUREAU DIRECTOR TO ADVISORY COMMITTEE:** At the regularly scheduled meetings of the committee, the Director shall answer questions of the Board, and to advise the Committee on the status of current projects and programs as it pertains to advertising, target marketing and long range visioning. The Director shall be the official medium of communication between the employees of Hampton Conventions and Visitors Bureau and the Committee.

The City Manager stated that there has been increased interest on the part of the private sector to participate in the marketing of the City's intent to create and establish a Convention Facility. Staff concurs with formulating an Advisory Committee similar to the Coliseum, Parks and Recreation and other advisory committees. He continued that the committee will be a means of effectuating the interest by the private sector as well as utilizing the expertise available from these individuals. He stated that staff is recommending creation of the Hampton Tourism Advisory Committee and the nomination of representatives from various segments of the community who have an interest in conventions and tourism. Staff is requesting membership as follows: a representative from the hotel community in full services, a representative from the limited service hotels, a representative from the Hampton Roads Convention Center staff, a representative from the retail community, a representative from the business community, a representative from the City Manager's office, a representative from the attraction community such as the Air and Space Museum, four representatives from the community at-large and a Council member.

No one appeared before Council to be heard.

On motion of Councilman Kearney, seconded by Councilman Turner Spencer, that the above-described resolution creating the Hampton Tourism Advisory Committee, be approved.

A roll call vote on the motion resulted as follows:

Ayes: Gilliland, Kearney, JSpencer, TSpencer, Tignor, Washington, Locke.

Nays: None.