

SUBJECT	ISSUED BY	EFFECTIVE DATE
SPRINGERVILLE TOURISM TAX COMMITTEE	TOWN COUNCIL	May 16, 2023

POLICY STATEMENT:

The Springerville Tourism Tax Committee has been created as an advisory committee by the Town Council to make recommendations to the Town Manager and Town Council regarding the expenditure of the 1% tourism tax.

PROCEDURE:

The following items are guidelines for the committee to organize and conduct business to make recommendations to the Town Manager and Town Council.

1. The Committee will be comprised of two members who are citizens of the Round Valley area appointed by the Town Council on staggered three (3) year terms. The Springerville Finance Director and the Springerville Heritage Museum Director shall also serve on the committee. The citizens of the committee should have an interest in tourism and reside in southern Apache County and shall not be employed by the Town of Springerville.
2. If a committee member misses more than twenty-five percent (25%) of the meetings, the Town Council may remove the member from the committee. The Town Council shall then replace the member with a new person to fulfill the remainder of the member's term.
3. If the behavior of a member of the committee becomes unacceptable to the Town Council, the Town Council reserves the right to remove that member and shall replace that member at the earliest possible convenience.
4. In January of every third year the Committee shall appoint a chair for a three (3) year term.
5. The Committee shall determine its meeting times, dates, and location and shall comply with the State of Arizona open meeting law.
6. In the event the committee is unable to form a quorum within thirty (30) days of receiving an application, the application will be forwarded to the Town Council for their consideration without the Committee's recommendation.

7. The Chair of the Committee shall be responsible for the following:
 - Running the meetings in an orderly and efficient manner.
 - Submit written recommendation to the Town Manager for consideration by the Town Council. The Town Manager will be responsible for placing the item on the next available agenda.
 - Present recommendation to the Town Council.
8. The Heritage Museum Director of the Committee shall be responsible for the following:
 - Fill in for the duties of the Chair in the absence of the Committee Chair.
 - Creating and posting the agenda twenty-four (24) hours prior to the meeting.
9. The Committee shall recommend policy guidelines to the Town Manager and Town Council as deemed necessary by either the Committee or the Town Council.
10. The Committee shall make recommendations to the Town Council regarding the expenditure and requests for donations from the tourism tax account.
11. The Committee may recommend rules and regulation changes and updates to the Town Council.
12. The Committee shall maintain open and effective communication with the Town Manager and Town Council about tourism and expenditure requests.
13. At the direction of the Town Council the Committee shall review contracts, grants, and other items regarding the tourism tax.
14. If the Committee wishes to seek legal advice regarding committee business, the Chair shall contact the Town Manager with the question or questions for the Town's attorney.
15. Lodging tax revenues may be used directly by the Town of Springerville or through the tourism Committee for:
 - Tourism marketing
 - The marketing of special events and festivals designed to attract tourists.

- Supporting the operations of tourism-related facilities owned or operated by a nonprofit organization.

Approved By: 
Shelly Reidhead, Mayor