

**RIVER FALLS AREA CHAMBER OF COMMERCE  
& TOURISM BUREAU -  
TOURISM COMMITTEE GUIDELINES  
APRIL 2016**

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**ARTICLE I: STATEMENT OF PURPOSE**

The purpose of the Tourism Committee is to promote and encourage tourism in River Falls through projects, initiatives and/or events that are likely to generate paid overnight stays at more than one establishment. The primary role of the Tourism Committee is to serve as an advisory council for the development and execution of the tourism marketing plan, advertising schedule and budget to promote tourism in River Falls. Expenditures from tourism revenue are to be spent within the parameters and requirements of the definition of the Wisconsin Room Tax Statute and City of River Falls Room Tax Ordinance.

**ARTICLE II: GENERAL**

- Section 1. The Tourism Committee shall consist of a Chair, Co-Chair, and Secretary plus a minimum of two Members At Large.
- Section 2. Elected Tourism Committee Members must be a member of the River Falls Area Chamber of Commerce & Tourism Bureau in good standing.
- Section 3. Tourism Committee meetings shall occur monthly. Meetings will be cancelled or scheduled as needed.
- Section 4. The Chief Executive Officer and/or the Tourism Sales Marketing Manager shall serve as Ex Officio on the Tourism Committee.

**ARTICLE III: OFFICERS**

- Section 1. The Tourism Committee shall annually elect officers for the following year.
- Section 2. The Chair oversees functions of the Tourism Committee. The duties of the Chair shall be as follows:
1. Partner with Chamber staff to create tourism meeting agendas.
  2. Shall coordinate and facilitate monthly meetings.
  3. Serve on the River Falls Area Chamber of Commerce & Tourism Bureau Board and provide tourism updates to the Chamber Board.
  4. The Chair shall serve a three-year term.

- Section 3. The duties of the Co-Chair shall be as follows:
1. Assist the Chair.
  2. Perform the duties of the Chair in his/her absence.
  3. The Co-Chair ordinarily succeeds the Chair of the Tourism Committee.
  4. The Co-Chair shall serve a three-year term.
- Section 4. The duties of the Secretary shall be as follows:
1. Submit written summary of each meeting with formal motions and action items documented within one week of the meeting to the Tourism Committee.
  2. The Secretary shall serve a one-year term, with the opportunity to serve multiple terms.
- Section 5. The duties of the Members At Large shall be as follows:
1. Serve as advisors as defined in the Statement of Purpose.
  2. The Members At Large shall serve a one-year term, with the opportunity to serve multiple terms.