

The Town of  
*Star Valley Ranch, Wyoming*  
Ordinance 2023-09

**Title III Administration  
Chapter 33 Town Organizations**

**BE IT ORDAINED BY THE GOVERNING BODY OF THE TOWN OF STAR VALLEY RANCH THE FOLLOWING UPDATES:**

Explanation: This Ordinance is for the creation of a Travel and Tourism Board and outlines the procedures.

**Existing Title III Chapter 33 is in BLACK, changes for first reading are in BLUE, second reading in GREEN, third reading in ORANGE, removal in RED.**

**These changes will become effective 10 days after the completion of the third reading and passage.**

**§33.120 CREATION.**

There is hereby created a Travel and Tourism Board for the Town of Star Valley Ranch, which shall consist of four regular members and the Town Treasurer. The majority of the board shall have worked or currently work in the travel and tourism industry.

**§33.121 OBJECTIVES.**

- (A) Provide an organized and economically efficient method and structure for the administration of funds collected pursuant to the Lodging Tax imposed in the community for the benefit of the community.
- (B) Sixty percent (60%) of the funds collected shall be used for travel and tourism promotion and shall be limited to promotional materials, promotion of tours, staging of events, education materials, and other specific tourism related objectives, provided that none of the funds shall be spent for capital construction projects.
- (C) Thirty percent (30%) of the funds collected shall be used for the provision of visitor impact services within the town. As used in this section, "visitor impact services" includes, but is not limited to, provision of vehicle parking, public transportation, public restrooms, pedestrian and bicycle pathways, museums, and other displays.

- (D) Ten percent (10%) of funds collected may be deposited in the general fund of the Town for administrative costs.
- (E) Prepare an annual budget for inclusion into the Town's annual budget based on projected lodging tax revenue.
- (F) Solicit citizen input regarding needs and changes in Town tourism, promotion, activities, and facilities.
- (G) Make recommendations to the Town Council as may be needed for or as requested by the Town Council.

### **§33.122 APPOINTMENT.**

- (A) Council Liaison (non-voting): The Mayor shall assign a Councilman as a liaison to the Travel and Tourism Board.
- (B) Regular members. The four "regular" members of the Travel and Tourism Board shall be appointed by the Mayor, with the consent and approval of the Town Council for a term of three years. Appointments and terms should be staggered such that a maximum of two will be planned to expire each year at the end of the town's fiscal year. Members may be eligible for re-appointment.
- (C) Advisory members. The Chairperson of the Travel and Tourism Board may, from time to time, appoint certain advisory members to provide advice and counsel to the Board. Advisory members will be appointed based on special skills, knowledge or experience in the travel and tourism industry and agree to assist the regular members.

### **§33.123 VACANCIES AND REPLACEMENT.**

- (A) A vacancy in the Travel and Tourism Board will be deemed to exist if one of the following situations occurs:
  - (1) A member voluntarily resigns.
  - (2) A member becomes incapacitated due to health or accident.
  - (3) A member dies; or
  - (4) The Town Council may, by majority vote, remove any member of the Tourism Board whenever it appears such removal would be in the best interest of the town.
- (B) The Mayor with the Council's consent and approval shall fill any vacancy. The replacement shall serve out the term of the vacating member.

### **§33.124 ORGANIZATION.**

The members of the Travel and Tourism Board shall elect from their number a Chairperson and Vice Chairperson. The Town Treasurer will serve as the Travel and Tourism Board Treasurer. The board will designate their meeting place, time and shall create their own rules of procedure.

### **§33.125 MINUTES/RECORDS.**

(A) The Board shall keep minutes of its proceedings, showing the vote, the absence or the failure to vote of each member upon each question.

(B) The Board shall keep records of all examinations and of any other official actions, all of which shall be immediately filed in the office of the Board and shall become a public record.

(C) Minutes and agendas for meetings shall be published no less than five (5) business days before any scheduled public meeting. Final approved minutes shall be published no more than ten (10) business days after approval.

### **§33.126 QUORUM.**

Three regular members of the Travel and Tourism Board present at a scheduled meeting shall constitute a quorum.