

## **PROPOSED REVISIONS 2025**

### **RESORT ADVISORY COMMISSION BYLAWS**

#### **ARTICLE I**

##### **PURPOSE**

The general purpose of the Resort Advisory Commission (“Commission”) shall be to review and make recommendations to City Council regarding (i) projects and issues associated with the Oceanfront Resort Area, and (ii) such other resort and/or tourism-related projects and issues as the Council may refer to the Commission. In carrying out this purpose, the Commission's goal shall be to support the City Council's efforts to realize its vision of Virginia Beach as a quality resort destination that:

- encourages responsible enjoyment of its invaluable natural assets by residents, day visitors, and tourists;
- draws on all of its ocean and bay beaches and inland bays, lakes and rivers to establish the City as a water-oriented recreation destination;
- provides a growing stream of tourism-generated tax revenues to help meet the City's needs for schools, highways, and social services;
- offers a diversity of cultural, entertainment, recreational, and educational tourism venues in an integrated and well-designed manner;
- attracts visitors from a wide spectrum of income and age groups and serves each group with courtesy and distinction;
- establishes a distinctive identity at each gateway to the City and extends this distinctive character along routes linking our major resort attractions and venues;
- encourages private investment in tourism development and offers an environment conducive to profitable operation of small and large-scale resort businesses;
- competes successfully year-round for the best state and regional conferences, trade shows and conventions; and
- enhances its beachfront residential neighborhoods and minimizes conflicts between visitors and residents in these neighborhoods.

Specifically, the Commission shall:

- serve as City Council's citizen advisory panel on tourism-development challenges and opportunities;
- serve as an incubator for tourism-development projects and programs;
- serve as the conduit to the Council for resort plans and initiatives;
- monitor the Tourism Investment Program (TIP) Fund and Tourism Advertising Program (TAP) to insure that expenditures are consistent with Council policy;
- build consensus among the diverse interests having a stake in our tourism industry;
- assist City staff and Council to integrate the diverse mix of resort programs and projects into a consistent, unified, tourism-development plan;
- be an advocate for quality design in both public and private resort development; and
- monitor implementation of Council-endorsed resort projects, programs and policies to insure consistency with the Council's resort vision.

## **ARTICLE II**

### **MEMBERS**

**Section 1. Number.** The Commission shall consist of at least eleven (11) but not more than twenty (20) voting members, and shall include a member from each of the following associations: the Virginia Beach Hotel Association, the Virginia Beach Restaurant Association, ViBe Creative District, and the Virginia Beach Division of the Hampton Roads Chamber of Commerce. The Commission shall also include a resort retailer. The Commission shall include at least three (3) design professionals who have expertise in the fields of architecture, urban design, land use planning, landscape architecture, transportation planning, or other design fields important to realizing the purpose of the Commission. The City Council will also appoint two high school students to one-year terms as non-voting members of the commission, beginning July 1 and ending June 30. All nominees shall be appointed by City Council and serve at the pleasure of the City Council.

**Section 2. Term.** All voting members shall be appointed for a term of three (3) years. In accordance with § 2-3 of the City Code, no member will be appointed to serve more than three (3) consecutive three (3) year terms, but in accordance with Section 2-3.(b), a Commissioner may be reappointed by City Council to one or more additional terms beyond the limit imposed by City Code Section 2-3.

**Section 3. Qualifications.** All members shall be residents of the City. The overall membership should also include persons with knowledge or experience in the fields of banking and finance, tourism development, recreation and entertainment, commercial real estate, advertising, business management, real estate law, or other areas uniquely related to the purpose of the Commission. Additionally, every effort should be made to have geographical, racial, and ethnic representation on the Commission reflective of the entire City.

**Section 4. Chair and Vice-Chair.** A Chair (or Vice-Chair in the Chair absence) shall preside over the meetings of the Commission. The Chair and Vice-Chair shall be elected by a majority vote of the Commission and shall serve for a term of one (1) year. The Chair and Vice-Chair may be re-elected for additional terms.

**Section 5. Attendance.** Attendance records shall be kept at each meeting of the Commission and an annual report of the attendance of the members shall be filed with the City Clerk by November 15 of each year for review by City Council. No member shall accumulate an annual total of more than three (3) unexcused absences per calendar year (not to exceed one-fourth of the total number of meetings). If this limitation is exceeded for reasons other than personal illness, the illness or death of a relative, or other circumstances beyond the member's control (determined by the Chair), as required by City Code 2-3.1, the Chair shall promptly inform the City Clerk, who will inform the member in writing, with a copy to City Council, that due to excessive unexcused absences, his or her membership on the Commission has been terminated. Members are allowed to participate remotely pursuant to the RAC's adopted Remote Participation Policy (Attachment A).

**Section 6. Vacancies.** A vacancy caused by death, resignation, termination, expiration, or otherwise should be filled by City Council for the unexpired term thereof, or in the case of an expiration, for three (3) years. If a Commissioner is appointed to fill a seat that was vacated with time remaining on the term, the new appointee will serve the unexpired portion of the prior member's term. The term limits above apply only to full three-year terms, not partial terms.

Notwithstanding the above, if, immediately prior to a vacancy, the Commission consists of more than eleven (11) members, the City Council may choose not to fill the vacancy.

## **ARTICLE III**

### **MEETINGS**

**Section 1. Regular meetings.** The Commission shall meet at least once per calendar quarter, at a time and location to be determined by the Chair upon consultation and coordination with the other members. The Commission's Resort Investment Committee (RIC) shall also serve as the Executive Committee for the Commission and shall meet monthly when needed, on either matters requiring immediate action, or as requested by Council. The RAC may vote to ratify a vote taken at the RIC.

**Section 2. Special meetings.** A special meeting may be called by the Chair or five (5) members of the Commission, or may be convened by City Council, to consider any matter that, in the determination of the Chair, the members, or City Council, needs to be addressed prior to a regular meeting. City Staff shall provide notice consistent with the Freedom of Information Act and the City Code. Any recommendation to the City Council, adopted by the Commission, shall be immediately submitted in writing to the City Manager who shall transmit it to City Council.

**Section 3. Quorum.** A quorum of Commission members (more than half of the current membership) shall be present in order for any meeting to be held at which action may be taken. All actions of the Commission shall be conducted at a regular or special meeting and, with the exception of reports as indicated in Article IV below, shall require a majority vote of those members present.

## **ARTICLE IV**

### **REPORTS**

**Section 1. Annual Report.** By November 15 of each year, the Commission shall prepare and submit an annual report of its activities, recommendations, and proposals, including a financial statement, if applicable, to the City Manager and to the City Clerk, who shall transmit it to City Council. Interim reports to City Council may be provided when deemed appropriate or necessary by the Commission, City Council, or the City Manager. In compliance with City Code § 2-3.1, attendance records shall be kept at each meeting of RAC with a yearly compilation and be submitted with the Commission's Annual Report to the City Council via the City Clerk's Office.

**Section 2. Tourism Investment Program.** By November 15th of each year, the Commission shall prepare and submit an Annual Tourism Investment Program (TIP) Fund Report to the City Manager and to the City Clerk, who shall transmit it to the City Council. This Report shall include the Commission's evaluation of the status of the TIP Fund and its recommendations for the use of the TIP in the upcoming budget cycle. This Report shall also include Commission recommendations for non-TIP-financed operating and capital budgeting initiatives that are consistent with the Commission's purpose.

**Section 3. Capital Improvement Project Recommendations.** By November 15th of each year, a list of prioritized Capital Improvement Projects ("CIP") will be submitted to City staff for review and potential inclusion in the CIP budget.

**Section 4. Requirements.** All reports shall be approved by a majority of the members of the Commission. The Commission shall present a summary of any required report directly to the City Council at a public meeting. In any report to the Council, the Commission shall identify any conflicts that its report may have with the opinions of other City agencies.

## **ARTICLE V**

### **COORDINATION**

**Section 1. City Departments.** The Commission shall work with and through the Convention and Visitors Bureau which shall, in close cooperation with the City Manager's Office, be responsible for coordinating the efforts of the Commission with other City departments (1) to ensure that there is no unnecessary duplication of efforts; (2) to enable the Commission to review the recommendations and proposals of City departments for compatibility (or incompatibility) with Commission objectives; (3) to enable City departments to review and provide comments on Commission-generated proposals or initiatives; and (4) to ensure timely implementation of projects and programs.

**Section 2. Other City Agencies.** The Commission and the Convention and Visitors Bureau shall make a special effort to establish open lines of communication with other City agencies involved in the formulation and implementation of various components of the City Council's resort and tourism policies including, but not limited to, the following: the Resort Management Office, the Development Authority, the Planning Commission, the Bayfront Advisory Commission, the City entertainment contractor, the Advertising Advisory Committee, and other City agencies that may have an interest in specific elements of the Council's resort and tourism policies.

## **ARTICLE VI**

### **COMMITTEES**

The Chair of the Commission shall have the authority to appoint special committees, the members of special and standing committees, and to appoint a current RAC member to serve as Chair of any such committees comprised of members of the Commission and non-members with special expertise, to study and review specific areas of concern and to report to the full Commission for such action as the Commission shall deem appropriate. All Commissioners shall serve on at least one Commission Committee as a voting member. Refer to the Commission's Committee Guidelines for more information.

The standing committees are: TPPC (Transportation, Parking, Pedestrian Committee), OEC (Oceanfront Enhancement Committee), PDRC (Planning and Design Review Committee), and RIC (Resort Investment Committee).

## **ARTICLE VII**

### **AMENDMENTS**

No alteration, amendment, or repeal of these Bylaws or any section hereof shall be effective without the prior consent of City Council.

These revised Bylaws were approved by the City Council on December 5, 2023.

INSERT ATTACHMENTS A & B & C

RAC Remote Participation Policy, Effective October 2, 2025

RAC Committee Guidelines

RAC and RAC Committee Mission Statements