



**CHARTER**  
**Fluvanna County Economic Development  
and Tourism Advisory Council (EDTAC)**

**Approved  
By BOS:**  
May 4, 2016  
Rev. Jul 2,  
2019

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**1. Purpose.**

a. The purpose of the Economic Development and Tourism Advisory Council (EDTAC) is to advise, assist, support, and advocate for suitable economic development and tourism policies, programs, and activities.

b. The council helps maintain a County-wide perspective in support of a diversified economy, employment creation, higher paying jobs, and an expanded revenue base for local government services, while preserving and protecting the County's rural and agricultural character, heritage and cultural resources, and tourism opportunities.

**2. Tasks / Responsibilities.** In collaboration with County staff, the EDTAC works to:

a. Promote Fluvanna County as both an ideal business location and an affordable tourist destination.

b. Create a unique awareness of Fluvanna County through branding to increase business interest and leisure travel.

c. Enhance communication with the business community and support business retention, expansion, and community marketing.

d. Reduce barriers to business development and assist in maintaining a supportive business environment.

e. Seek potential resources and partnerships to support economic development, including with public and private organizations involved in economic and tourism development.

f. Identify regional economic development and tourism collaboration opportunities.

g. Assist in developing tourism promotions and marketing efforts.

h. Increase the number of special events and revenue producing activities at Pleasant Grove Park and at other venues in the County.

i. Review other business- and tourism-related matters and issues referred to the EDTAC for study.

**3. Council Membership**

a. Comprised of up to 13 voting members, with the citizen and business representatives being appointed by the Board of Supervisors.

(1) Five Citizen Members (Preferably one from each Election District)

(2) Two Local Business Members

(3) One Economic Development Authority Representative

(4) One Chamber of Commerce Board Representative

(5) One Fluvanna Historical Society Representative

(6) One Farm Bureau Representative

(7) Economic Development Office Representative

(8) Director of Parks & Recreation

b. The Board of Supervisors will also appoint a Supervisor as a non-voting liaison to the Council.

c. Appointed member terms shall be three years or the remainder of a predecessor's term, and members shall be eligible for reappointment.

#### **4. Member Skills Desired**

a. Ability to make proactive, positive contributions to enhance business and tourism in the county.

b. Ability to assist in the conceptualization, development, and prioritization of economic development and tourism support projects.

c. Skills in the principles of modern advertising and marketing, including the use of web-based information and the use of social media, such as Facebook, Twitter, YouTube, and others.

d. Skills in creation and development of marketing materials to support Council and County business and tourism goals.

e. Knowledge of use of analytics and tracking the performance of the website and search engine optimization.

#### **5. Organizational Structure**

a. Officers: The Board will have a Chair, Vice Chair, and Secretary who are elected for one-year terms by the membership.

b. Officers shall be elected by simple majority of appointed members and shall be eligible for reappointment for not more than three consecutive terms of office.

c. Elections will be held annually at the first meeting of the year.

d. Duties of officers shall be those commonly ascribed to these offices:

(1) Chair will run the meeting and represent the Council in official capacities such as presenting to the Board of Supervisors.

(2) Vice Chair will fulfill the duties of the Chair in the absence of the Chair.

(3) Secretary will be responsible for keeping minutes of the meeting.

## **6. Procedural Rules**

### **a. Bylaws**

(1) The Council will adopt a set of written bylaws at the organizational meeting of the Council. The bylaws govern Council operations.

(2) Adoption of initial bylaws, or subsequent changes thereto, shall require approval by two-thirds of the Council membership.

(3) Proposed initial bylaws and subsequent change recommendations shall be submitted to the County Administrator for consideration and approval by the Board of Supervisors.

### **b. Meetings**

(1) Public meetings are generally scheduled for the second Monday of each month at 6:00 pm, following the meetings of the Economic Development Authority.

(2) Meetings will be advertised via the County website. Special meetings may be called by the Chair with the consent of a majority of appointed members, and with 72-hour notice to all members and the posting on the County website.

(3) A quorum shall consist of a simple majority of appointed members.

c. Minutes: Minutes of each meeting will be prepared by the Secretary, and following adoption by the Council, shall be posted on the County website.

d. Recommendations and Reports: Council reports and action recommendations will be submitted in writing to the County Administrator for consideration by the Board of Supervisors on a regular meeting agenda. Documentation will include background information and justification for any recommended actions. The Council will present semiannual updates to the Board of Supervisors, usually in October and March.

## **7. Parliamentary Authority**

a. Except as otherwise provided in its Bylaws, the Council shall be governed in its proceedings by the current edition of Robert's Rules of Order, Newly Revised.

b. Decisions will commonly be made by consensus. A formal vote shall be taken when a decision is required for policy recommendations and action items, or if the decision requires referral to the Board of Supervisors for formal approval.