

**LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL  
REGIONAL TOURISM & TRAVEL ADVISORY COMMITTEE  
(RTTAC)  
BYLAWS**



**Article I: Organization:**

The official, designated name of the advisory committee shall be Regional Tourism & Travel Advisory Committee (RTTAC). The official acronym shall be “RTTAC.”

**Article II: Authority:**

The RTTAC was reauthorized on October 31, 2018 as approved under the authority of Lower Rio Grande Valley Development Council (LRGVDC).

The advisory committee shall provide policy guidance, programmatic implementation, and/or recommendations relative to the function and scope of the committee, or as otherwise directed by LRGVDC Board of Directors. Committee progress, updates, and recommended actions shall be presented for discussion and/or required approvals during regular meetings of the LRGVDC Board of Directors by the LRGVDC staff liaison. As per Article VI of these bylaws, the RTTAC shall recommend amendments as appropriate to support the functions of the committee.

**Article III: Purpose & Function:**

The purpose of the advisory committee is to educate, promote, foster, and coordinate community and regional planning efforts on the travel and tourism, economic, and other social impacts of existing, new or proposed regulations, policies, and control regarding regional marketing.

The advisory committee will provide advocacy, guidance, technical assistance, and information to the region on regional marketing efforts.

Members of the advisory committee will assist and support regional marketing including, but not limited to the following:

- Sustainability of Explore RGV
- Publication of The Official Guide to the Rio Grande Valley - Explore RGV
- Travel and tourism’s economic impacts
- Federal, state and local regulations

The Advisory Committee shall carry out the following functions and/or objectives:

1. Identify and promote Lower Rio Grande Valley regional tourism & travel strategies ensuring sustainable use of Explore RGV and other regional outreach platforms.

2. Maintain strong communication links among federal, state, county, local government, individual citizens and all other stakeholders.
3. Promote tourism tools including the sustainability of a regional asset map.
4. Monitor and analyze national, state, and local travel and tourism trends.
5. Research, apply for, and administer suitable funding programs and projects which impact the regional marketing of the LRGV.
6. Provide marketing coordination in response to promotion of regional destinations and events.
7. Propose revisions, expansions, and deletions to planning, policies, and ordinances relating to pass-through requirements

**Article IV: Membership:**

Advisory Committee members are comprised of representatives from organizations, stakeholders and individuals complimentary towards the scope of the committee, with regionally diverse representation, as recommended by the RTTAC and approved by the LRGVDC Board of Directors.

Voting members are comprised of entities that have invested, contributed, and/or directly supported the sustainability efforts of ExploreRGV and is a collaborative partner in the promotion of the region's tourism and travel destination assets. Annually, LRGVDC shall recommend for Board of Director approval an applicable contribution amount or commitment requirement to hold a voting seat.

**a. Qualifications.**

1. All committee members must directly represent a jurisdiction, entity, or area within LRGVDC boundary area.
2. Representative must either be a designated stakeholder with the professional qualifications to serve as the most applicable representative. Representative shall not be for-profit and otherwise representing outside interests.

**b. Voting.**

Each member of the Advisory Committee shall have one (1) vote. Typically, the Chair’s vote will be utilized as a tie-breaker. Each member must be present at the meeting to cast a vote.

**c. Officers.**

The Advisory Committee shall consist of the following officers, as elected by the RTTAC. Officers shall begin term upon RTTAC action item approval.

- Chair                                  Shall preside at meetings.
- Vice-Chair                          Shall act on behalf of Chair during absence.

Officers may only be selected from current committee representatives. The appointment of an officer shall only be granted to a specific individual (not membership composition category representative). Only individuals elected may carry out functions of the officer.

**d. Service Terms. (Officers and Representatives)**

Advisory committee officers and representatives shall be reappointed annually in alignment with current members. A member may be reappointed to multiple terms without term limits; however, must be re-designated each term by LRGVDC Board of Directors.

**e. Attendance.**

Members who fail to attend three (3) consecutive meetings shall be subject to removal of voting privileges. Reinstatement of voting privileges shall occur after attending three (3) consecutive meetings.

**f. Alternates.**

Members of the Advisory Committee shall designate up to two (2) alternates who will have full voting privileges during a member absence. Alternates must confirm on record as part of Advisory Committee minutes and shall meet all membership qualifications.

**g. Vacancies.**

A vacancy occurs when:

- Term expires without reappointment;
- Member voluntarily resigns;
- Member is physically unable to perform duties of committee; or
- LRGVDC Board of Directors reappoints committee member due to conduct, disqualification of representation, or other business-related reasons.

Vacancies shall be filled through committee level selection and recommendation process and approved by LRGVDC Board of Directors. The RTTAC shall recommend revisions to selection process, as appropriate to support the functions of the committee.

**h. Conduct.**

Each Advisory Committee member shall maintain professionalism and objectivity when carrying out business of the Committee. Unbecoming conduct of committee members shall be addressed by LRGVDC staff liaison or executive director. Removal from advisory committee may result if necessary.

**Conflict of Interest.**

All Advisory Committee members must disclose perceived or actual conflicts of interest and/or abstain from applicable votes. It is the responsibility of each Committee Member to discharge his or her duties in those respective capacities in good faith, in a manner the person reasonably believes to be in the best interests of RTTAC and LRGVDC, and with the care an ordinarily prudent person in a like position would exercise under similar circumstances. A conflict of interest is defined as referring only to personal, proprietary interests of the persons covered by this policy and their immediate families. Committee members shall not be present during presentations involving funding and/or prioritizations.

**i. Ex-Officio Membership:**

As an inclusive resource to the region, executives and administrators representing organizations designated to provide regional marketing services and resources shall serve as ex-officio, non-voting member at the recommendation of the committee which include:

- Convention Visitors Bureau (CVBs)
- Chambers of Commerce
- RGVISION
- Rio South Texas Economic Council (RSTEC)
- Three (3) airports (Brownsville, Harlingen, McAllen)
- CaraCara Trails
- Texas Information Center (TIC)

**Article V: Procedures:**

**a. Meetings.**

Regular meetings shall be held approximately quarterly (or as needed) with written notice and agenda submitted to all members at least (3) business days prior to meeting date. Special meetings may be called more frequently, at the discretion of the Advisory Committee or a LRGVDC designated staff liaison with written notice and agenda submitted to all members at least (3) business days prior to

meeting date. Advisory Committee meetings shall be conducted under Robert's Rules of Order.

**b. Quorum.**

There shall be no quorum requirement for this advisory committee; however, only voting members present shall vote and participate in the transaction of substantive action.

**c. Minutes.**

A designated LRGVDC staff member shall maintain minutes of each Advisory Committee meeting. Minutes shall be reviewed and approved as a standing agenda item.

**d. Subcommittees.**

The Advisory Committee shall maintain the authority to designate standing, technical, ad-hoc and/or temporary subcommittees within scope to improve the recommendations and nature of the advisory committee. Subcommittee activity updates shall be recorded at Advisory Committee meetings.

**e. Open Meetings.**

RTTAC Advisory Committee meetings shall be open to the public and generally subject to the Texas Open Meetings Act.

**Article VI: Amendments:**

The Advisory Committee shall propose amendments to bylaws by subcommittee recommendation, regular, or special meetings; however, shall not be effective or approved until formal action is taken by LRGVDC Board of Directors as per Article II.

**a. Bylaws Adoption/Amendment History.**

**Adopted:** February 26, 2020  
Date

**By:** \_\_\_\_\_