



**HUMBOLDT COUNTY
TOURISM ADVISORY BOARD
BYLAWS**

Adopted by the Humboldt County Board of Supervisors on [DATE] by Resolution No. [RESOLUTION NUMBER]

ARTICLE I. NAME AND ESTABLISHMENT

Section 1. Name

Under these bylaws, the name of this group shall be the Humboldt County Tourism Advisory Board, hereinafter referred to as the TAB.

Section 2. Establishment

The TAB is established pursuant to Government Code §31000.1 by the Humboldt County Board of Supervisors (BOS), via County of Humboldt Resolution _____ (Attached). The BOS gave direction to establish the TAB by its April 28, 2026 approval and acceptance of the Countywide Tourism Marketing Strategy through BOS agenda file# 26-244 (Attached).

ARTICLE II. TAB PURPOSE, RESPONSIBILITIES, and ADVISORY CAPACITY

Section 1. Purpose

The purpose of the TAB is to advise Economic Development Division (EDD) and the County's Destination Stewardship Organization (DSO) on the implementation of the Countywide Travel and Tourism Marketing Strategy and on ongoing coordinated, transparent and accountable approach to tourism promotion, destination stewardship, regional readiness and tourism-related economic development.

Section 2. Responsibilities

The TAB shall:



1. Provide strategic guidance on implementation of the Countywide Travel and Tourism Marketing Strategy;
2. Review and make recommendations regarding DSO and Tourism Region funding priorities;
3. Monitor tourism performance dashboards, quarterly reports, annual reports, and other performance measures identified in the Countywide Travel and Tourism Marketing Strategy;
4. Advise on regional readiness, including whether tourism promotion is aligned with infrastructure, visitor services, community capacity, and destination stewardship goals;
5. Provide reports and recommendations to the EDD, and DSO, as appropriate; and
6. Perform other advisory duties related to implementation of the Countywide Travel and Tourism Marketing Strategy and ongoing tourism activities as assigned by the BOS.

Section 3. Advisory Capacity

The TAB serves in an advisory capacity only. The TAB may make recommendations to the Economic Development Division (EDD) and the County's Destination Stewardship Organization (DSO). All recommendations will be made through EDD or the DSO to the County Administrative Office (CAO) and BOS. The TAB shall not:

1. Set County policy;
2. Approve, deny or execute contracts;
3. Direct the work of County employees or contractors;
4. Exercise authority over County personnel, purchasing, procurement, contract management, budgeting or fiscal administration;
5. Represent itself as speaking for the County unless expressly authorized by the BOS or CAO; or
6. Make commitments on behalf of the County, the BOS, the EDD, or the DSO.

ARTICLE III. MEMBERSHIP

Section 1. Composition and Voting Members



1. BOS shall appoint voting members and non-voting liaison members, designating each appointment as one or the other.
2. The TAB shall be composed of up to seventeen (17) voting members as follows:

(a) Tourism Region representatives (six (6) total)

- One Region 1: North Redwoods Coast representative
- One Region 2: Eastern Humboldt Rivers representative
- One Region 3: Central Humboldt Bay Area representative
- One Region 4: Heritage and Agritourism representative
- One Region 5: Southern Humboldt Giants representative
- One Region 6: The Lost Coast representative



(b) Tourism Region seats are intended to provide representation for unincorporated areas of the County and regional tourism interests supported by County-administered tourism funding. The Tourism Region names and boundaries may be refined through future County tourism planning processes without requiring amendment of these bylaws, provided the total number of Tourism Region seats remain unchanged.

Industry representatives (9 total):

- One lodging representative
- One events representative
- One outdoor recreation representative
- One art representative
- One airport representative
- One agritourism representative
- One cannabis tourism representative
- One retail representative



- One food and beverage representative

Industry representatives must currently, or in the past, work for, or own a locally operated businesses.

Tribal Nation representatives (2 total):

- Two (2) Tribal member representatives

Up to two Tribal representatives, representing either Tribal Governments or Tribal serving organizations, may be appointed by the BOS. The County is encouraged by the TAB to conduct outreach to Tribal governments and Tribal organizations regarding potential appointments.

Section 2. Non-Voting Members

The following may serve as ex-officio members to the TAB:

- One Humboldt Lodging Association liaison (non-voting)
- One County Economic Development staff (non-voting)
- One DSO Director or designee (non-voting)

Ex Officio members are non-voting and not counted for the purposes of quorum.

Section 3. Eligibility

1. To be eligible for TAB membership, the six (6) representatives from the unincorporated communities must work for organizations that support the region they were appointed to represent during their term in office.
2. Applicants must be currently, or formerly, employed within the industry sector, or in a cross sector, in which they have applied to the board for at least 5-years. A resume is required to be submitted with the application to show relevant work history.
3. Applicants must be in a decision-making position or leadership capacity.
4. Applicants must live and reside in Humboldt County, California.
5. A nomination must be secured prior to submitting an application.

Section 4. Appointment

1. Economic Development staff are encouraged to solicit applications, conduct outreach, review qualifications and provide appointment information to the TAB.



2. Eligible applications for vacant seats are agendaized for a regularly scheduled TAB meeting for review and recommendation to the BOS.
3. The TAB's recommended applications are brought to the BOS for review and appointment by Economic Development staff.
1. The BOS retains final appointment authority.

Section 5. Term

1. TAB Members shall serve for a three (3) year term.
2. Members may be reapproved for a consecutive (3) year term by recommendation of the TAB to the Board of Supervisors.
3. Members will serve no more than six (6) years consecutively.
4. Shall former TAB members apply for positions after serving 6 years (two consecutive three-year terms) they must separate from the TAB for 1 full year, starting the end of their departure, before reapplying to serve additional time. After a one-year separation they may apply to be considered for a seat on the TAB.
5. New applicants will be prioritized over returning applicants.
6. Terms shall be staggered. For initial appointments of founding board members, 50 percent of each group will join a random draw in order to stagger TAB seats.
7. Vacancies that occur during a term shall be declared by the TAB at the first available regular meeting after the vacancy occurs. If possible, the Member shall continue to serve until the vacancy is filled. An appointment to fill the remainder of a term of a vacant member seat shall not be included for purposes of counting consecutive terms.

Section 6. Resignation or Removal

1. Any member resigning from the Board will do so by alerting the Economic Development Director and Board Chair in writing and identifying the effective date of their resignation.
2. The TAB or EDD may recommend removal of a member for reasons including, but not limited to:
 - a. Failure to attend meetings;
 - b. Failure to maintain eligibility for the seat held;
 - c. Violation of applicable law, County policy, or conflict-of-interest requirements;
 - d. Neglect of duty or malfeasance.



Section 7. Compensation

1. TAB members shall serve without compensation or reimbursement.

ARTICLE IV. OFFICERS

Section 1. Officers

1. Officers of the TAB shall consist of a Chair, Vice-Chair, and Secretary.
2. The Chair and Vice-Chair shall be elected by the TAB at the first meeting of the year (or, if the first meeting of the year is like to be impracticable, the next available meeting thereafter) and shall serve a one (1) year term by majority vote of the TAB. No member may serve more than two (2) consecutive years in the same office.
3. A member of the EDD shall serve as the Secretary and be responsible for: maintaining all TAB records, taking meeting minutes and notification of TAB meetings.

Section 2. Duties

1. The Chair shall preside over meetings of the TAB and perform such other duties as are incident to the office or are properly required by the TAB.
2. The Vice-Chair shall, in the absence of the Chair, perform the duties of the Chair and other duties as assigned by the TAB.
3. The Secretary shall maintain, or cause to be maintained, the corporation's records in accordance with the requirements of the California Public Records Act, Government Code §§ 7920.000 *et seq.*
4. If a vacancy occurs in the position of Chair, the Vice-Chair will fill the unexpired term of the Chair.
5. If a vacancy occurs in the position of Vice-Chair, the position shall be filled by majority vote of the TAB at its first meeting following the creation of such vacancy.

ARTICLE V. Meetings

Section 1. Regular Meetings

1. The TAB shall meet at least quarterly.



2. The TAB may adopt an annual meeting calendar. Meeting dates, times and locations may be changed by staff as needed, provided notice is given consistent with the Ralph M. Brown Act.

Section 2. Special Meetings

1. Special meetings may be called by the Chair, by a majority of voting members, or by the EDD when necessary to address matters within the TAB's purpose.
2. Special meetings shall be noticed and conducted in accordance with the Ralph M. Brown Act.

Section 3. Brown Act Compliance

1. All meetings of the TAB shall be conducted in accordance with the Ralph M. Brown Act. Agendas shall be posted, and public participation shall be allowed as required by law.
2. Teleconference or remote participation may be allowed only in a manner consistent with the Brown Act and County policy.

Section 4. Quorum

1. A quorum shall consist of a majority of the currently serving voting members.
2. Vacant seats shall not be counted when determining the number of currently serving voting members.
3. Quorum is required for the TAB to take formal action, including action to make recommendations.

Section 5. Voting

1. Each voting member shall have one vote.
2. Unless otherwise required by law or these bylaws, an action of the TAB requires approval by a majority of voting members present, provided a quorum exists.

Section 6. Rules of Procedure

1. Meetings shall be conducted in a manner that promotes fairness, efficiency, transparency and public participation.
2. Rosenberg's Rules of Order, or another simplified parliamentary procedure as approved by the County, may be used as a guide when procedural questions arise,



and generally resolved by the Chair. Failure to strictly follow parliamentary procedure shall not invalidate an action otherwise taken in compliance with law.

Section 7. Agenda Items

1. Economic Development staff shall prepare and post TAB agendas in consultation with the Chair.
2. Any voting member may request that an item be placed on a future agenda. Agendized items shall be within the TAB's purpose and subject to Economic Development staff review for Brown Act compliance, timing and relevance.

Section 8. Minutes and Records

1. Economic Development staff coordinate with the Secretary to prepare or cause to be prepared minutes for each TAB meeting.
2. TAB records shall be maintained by the EDD in accordance with applicable County record retention requirements and the California Public Records Act, as applicable.

ARTICLE VI. ATTENDANCE AND PARTICIPATION

Section 1. Attendance

1. Members are expected to attend meetings and participate in the work of the TAB.
2. A member who knows they are unable to attend a meeting should notify the Chair or Economic Development staff in advance.

Section 2. Absences

1. An excused absence shall be recorded in the minutes when a member notifies the Chair of the Board and/or Economic Development staff of the expected absence by 5 p.m. of the day before the scheduled Board or Committee meeting indicating good and sufficient reason for the absence.
2. A member who misses, without an excused absence, two consecutive regular meetings, or four over the term of the seat, or who is otherwise unable to participate on a regular basis, may be referred to the BOS for consideration of removal or replacement.



Section 3. Public Participation

1. The public shall have the opportunity to address the TAB in accordance with the Ralph M. Brown Act and County meeting procedures.
2. At the beginning of each meeting, the Chair may establish reasonable rules for public comment to ensure orderly and efficient meetings.

ARTICLE VII. CONFLICTS OF INTEREST AND ETHICS

Section 1. Compliance

1. TAB members shall comply with all applicable federal, state and local laws, County policies, and conflict-of-interest requirements, including the Political Reform Act and any applicable County conflict-of-interest code.
2. Members shall complete any ethics, Brown Act, harassment prevention, Form 700, or other training or filing required by law or County policy.
3. Members shall file Form 700 forms as required by law.

Section 2. Disclosure and Recusal

1. TAB members shall disclose actual or potential conflicts of interest as required by law and County policy.
2. A member shall not participate in discussion, deliberation, scoring, ranking, or voting on any matter where participation would create a prohibited conflict of interest.
3. For tourism funding recommendations, a member shall disclose any personal or financial relationship with an applicant or proposed funding recipient and shall recuse themselves from discussion and voting when required by law or County policy, or upon recommendation from County Counsel.

Section 3. Public Trust

1. Members shall conduct themselves in a manner that promotes public confidence, fairness, transparency and respect. Members shall use their position for the public good and not for personal gain.



ARTICLE IX. RELATIONSHIP TO COUNTY STAFF AND DESTINATION STEWARDSHIP ORGANIZATION

Section 1. Economic Development Division

1. The EDD shall provide staff support to the TAB. Staff support may include agenda preparation, meeting notice, minutes, records, coordination with the DSO, preparation of staff reports, and communication with the BOS and CAO.
2. County staff support does not create authority for the TAB to direct County staff work.

Section 2. Destination Stewardship Organization

1. The DSO shall serve as the implementation entity for tourism marketing and destination stewardship activities assigned by the County through contract or other formal agreement.
2. The TAB may review DSO reports, provide feedback on implementation of the Countywide Travel and Tourism Marketing Strategy, and make recommendations regarding tourism priorities and performance measures.
3. The TAB shall not direct the DSO except through formal recommendations accepted by the County or as otherwise provided in a County-approved agreement.

Section 3. Reports and Recommendations

1. TAB recommendations may be sent to the BOS, CAO, EDD, or DSO as appropriate.
2. Recommendations involving funding, policy direction, contracts, or County resources shall be transmitted through the EDD and remain subject to BOS review and approval.

ARTICLE X. TOURISM FUNDING RECOMMENDATIONS

Section 1. Advisory Role

1. The TAB may review, score, rank, or make recommendations regarding tourism-region funding applications, tourism-related grant programs, DSO performance measures, or other tourism investment matters as directed by the BOS.



Section 2. Funding Criteria

1. When reviewing tourism funding matters, the TAB should consider criteria consistent with the Countywide Travel and Tourism Marketing Strategy, including:
 - A. Strategic alignment.
 - B. Regional readiness.
 - C. Measurable impact.
 - D. Collaboration.
 - E. Leveraged funding or partnerships.
 - F. Support for shoulder-season visitation.
 - G. Responsible promotion and destination stewardship.
 - H. Rural equity and regional balance.
 - I. Benefit to local businesses and communities.

Section 3. Final Approval

1. TAB recommendations are advisory. Final funding decisions shall be made by the BOS or other legally authorized County decision-making body.

ARTICLE XI. AMENDMENTS

Section 1. Amendments by Board of Supervisors

1. These Bylaws may be amended by a majority vote of the BOS.

Section 2. TAB Recommendations

1. The TAB may recommend amendments to these Bylaws by a majority vote of voting members present, provided a quorum exists. Recommended amendments shall be submitted by the EDD for consideration by the BOS.
2. No amendment shall take effect unless approved by the BOS.

ARTICLE XII. EFFECTIVE DATE

1. These Bylaws shall take effect upon adoption by the Humboldt County Board of Supervisors.



ARTICLE XIII. CONFLICTS

1. Where the Bylaws are silent or in conflict with Federal, State, or County regulation or policy, the Bylaws will be subordinate to and interpreted in a manner consistent with the applicable law, regulation or policy.