



Town of Surfside
Joint Meeting of the Town Commission and Tourist Board
AGENDA
May 4, 2015
7 p.m.
Town Hall Commission Chambers - 9293 Harding Ave, 2nd Floor
Surfside, FL 33154

Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.

1. Opening

- A. Call to Order**
- B. Roll Call of Town Commission and Tourist Board Members**
- C. Pledge of Allegiance**

2. State of the local Tourism Industry ~ Rolando Aedo, CDME, Executive Vice President / Chief Marketing Officer, Greater Miami Convention & Visitors Bureau.

3. Adopted Surfside Five Year Tourism Strategic Plan Recap ~ Carolyn Feimster SCMD, CJF Marketing International, and Duncan Tavares, TEDACS Director.

4. Resort Tax Ordinance Amendments, Tourist Board Operating Procedures, Conflict of Interest and Ethics Policy ~ Guillermo Olmedillo, Town Manager.

a) Resort Tax Ordinance Amendments ~ Duncan Tavares, TEDACS Director. Page 1

AN ORDINANCE OF THE TOWN COMMISSION AND THE RESORT TAX BOARD OF THE TOWN OF SURFSIDE, FLORIDA AMENDING CHAPTER 70 "TAXATION" AND SPECIFICALLY AMENDING SECTION 70-124 "COMPOSITION; APPOINTMENT; VACANCIES; COMPENSATION; REMOVAL FROM OFFICE, ETC."; SECTION 70-125 "ORGANIZATION"; SECTION 70-126 "POWER AND DUTIES"; AND CREATING SECTION 70-128 "BUDGET AND EXPENDITURE OF FUNDS" OF THE TOWN OF SURFSIDE CODE OF ORDINANCES PROVIDING FOR INCLUSION IN THE CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH; AND PROVIDING FOR AN EFFECTIVE DATE.

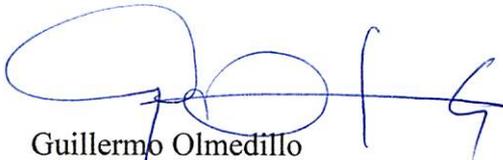
- b) **Tourist Board Operating Procedures** ~ Robert Meyers Esq., former Executive Director of the Miami-Dade Commission on Ethics, and Duncan Tavares, TEDACS Director. **Page 6**

- c) **Tourist Board Conflict of Interest and Ethics Policy** ~ Robert Meyers Esq., former Executive Director of the Miami-Dade Commission on Ethics, and Duncan Tavares, TEDACS Director. **Page 9**

5. Public Comment

6. Adjournment

Respectfully submitted,



Guillermo Olmedillo
Town Manager

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS WHO ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT www.townofsurfsidefl.gov

TWO OR MORE MEMBERS OF OTHER TOWN BOARDS MAY ATTEND THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.

ORDINANCE NO. __ - _____

AN ORDINANCE OF THE TOWN COMMISSION AND THE RESORT TAX BOARD OF THE TOWN OF SURFSIDE, FLORIDA AMENDING CHAPTER 70 "TAXATION" AND SPECIFICALLY AMENDING SECTION 70-124 "COMPOSITION; APPOINTMENT; VACANCIES; COMPENSATION; REMOVAL FROM OFFICE, ETC."; SECTION 70-125 "ORGANIZATION"; SECTION 70-126 "POWER AND DUTIES"; AND CREATING SECTION 70-128 "BUDGET AND EXPENDITURE OF FUNDS" OF THE TOWN OF SURFSIDE CODE OF ORDINANCES PROVIDING FOR INCLUSION IN THE CODE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Florida Resort Tax Statute Section 8, Ch. 67-930, Laws of Florida provides:

"no ordinance or measure abolishing any authority or commission, as herein described, which may be created pursuant to this act, or curtailing, limiting or changing the powers of such authority or commission, or reducing or enlarging the number of its members, or reducing the percentage of funds to be administered or expended by said authority or commission, shall be valid unless such ordinance or measure so providing, shall first be approved by the electorate in a referendum election, unless such ordinance or measure is adopted by a four fifths (4/5) vote of the authority plus a five sevenths (5/7) vote of the council"; and

WHEREAS, the Five Year Tourism Strategic Plan resulted in a review of the existing Code where areas needing additional clarification and guidelines were identified; and

WHEREAS, the Town Commission and Resort Tax Board held its first public reading on May 4, 2015 and recommended approval of the proposed amendments to the Code of Ordinances having complied with the notice requirements by the Florida Statutes; and

WHEREAS, the Town Commission and Resort Tax Board has conducted a second duly noticed public hearing on these regulations as required by law on June 9, 2015 and further finds the proposed change to the Code necessary and in the best interest

of the community.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COMMISSION AND RESORT TAX BOARD OF THE TOWN OF SURFSIDE, FLORIDA:

Section 1. Recitals. The foregoing “WHEREAS” clauses are ratified and confirmed as being true and correct and are made a specific part of this Ordinance.

Section 2. Code Amendment. The code of the Town of Surfside, Florida is hereby amended as follows:

Sec. 70-124. Composition; appointment; vacancies; compensation; removal from office, etc.

(a) *Number, term and qualification of members.* The board shall consist of ~~five~~ seven members. Each commissioner shall appoint one board member, and two board members shall be appointed by a majority vote of the Town Commission. All appointed board members must be ratified by a vote of the town commission. Any newly elected commissioner has the right to appoint a resort tax board member unless the corresponding appointment has yet to reach the end of their two-year term. Each of the five individual commissioner appointments shall be persons who either work or reside in Surfside and preference will be given to professionals with experience in tourism and hospitality related activities. ~~at least three of the five members shall be persons who have experience in tourism and/or tourism related activities~~ The two members appointed by the majority vote of the Town Commission shall be identified as professionals employed in tourism or hospitality related activities. No two members of the Resort Tax Board shall represent the same company or organization. One town commissioner shall serve as a non-voting ex-officio member of the board.

(b) *Vacancies.* Any vacancies occurring on the board shall be filled at the earliest, possible date by the town commission for the remainder of the unexpired term.

(c) *Reappointment.* Board members shall be eligible for reappointment and shall hold office until their successors have been duly appointed and qualified.

(d) *Compensation of members.* Members of the board shall serve without compensation but shall be reimbursed for necessary expenses occurred in the performance of the official duties, as shall be determined and pre-approved by the town commission.

(e) *Acceptance of appointment.* Before entering upon the duties of office, each board member shall file a written acceptance of appointment and take and subscribe to the oath of office prescribed by law, which shall be filed in the office of the town clerk. Each appointed member is required to provide the town clerk with a Form 1-Statement of Financial Interests, within three business days of being appointed to the board.

(f) *Removal of members from office; attendance.* ~~A board member may be removed from office only by a majority vote of the entire membership of the town~~

~~commission; however, whenever a board member shall fail to attend three consecutive meetings without prior notification to the director or town manager, the chairman shall certify such non-attendance to the town commission, and, upon such certification, the board member shall be deemed to have been removed. A vacancy shall exist where a board member misses twenty-five percent (25%) of all regular and special meetings over a twelve (12) month period or misses three (3) consecutive meetings and the Town Commission shall fill the vacancy pursuant to paragraph (b) above.~~

Sec. 70-125. Organization.

(a) *Generally.* The members of the board shall select a ~~chairman~~ chairperson and vice chairperson from among the members who shall serve at the pleasure of the board, and such other officers as deemed necessary or desirable. The term of office for the chairperson and vice-chairperson shall be one year. At the conclusion of the term, the board may move to nominate and elect a chairperson and vice chairperson for the upcoming year. No person shall serve as chairperson or vice-chairperson for more than four consecutive terms. A member of the town commission shall serve as a non-voting ex-officio member of the board.

(b) *Staff.* A director, or other town manager designee, shall oversee the daily operation and administering of the resort tax board and will work with the board to achieve budgetary objectives. The town manager shall provide adequate clerical and other administrative backup for the board.

(c) *Minutes.* Minutes of each board meeting shall be kept and prepared under supervision and direction of the board. Copies of the minutes shall be filed with the town clerk.

(d) *Rules and regulations.* The board shall make and prescribe such rules and regulations reasonably necessary and appropriate for the board's activities. The board shall adopt the rules and regulations and a copy shall be maintained on file with the Town Clerk.

Sec. 70-126. Power and duties.

The board shall have the following enumerated powers and duties.

- (1) To adopt and/or amend procedures as it related to publicity, advertising, promotional events, tourist board activities.
- (2) To expend resort tax funds collected pursuant to Chapter 70 of the Town Code. Specifically, those amounts allocated by the commission during their annual budgetary process, the minimum being 34 percent of the resort tax collected, to advertising promotion and special events as part of the tourist bureau budget.
- (3) To employ or retain an advertising and/or public relations consultant and/or firm as it relates to specific tourist board activities. The tourist board shall designate a member to assist the town manager, upon request, in the process of selecting a director for the department.
- (4) To authorize placement of advertising in various media.
- (5) To organize special events for the promotion of Surfside as a tourist destination.

- (6) To create a formalized Budget Plan with staff in consultation with the Town Manager Designee and to submit an annual report the Budget Plan to the town commission Town Manager every May-year as part of the budgetary process.

Sec. 70-128. Budget and Expenditure of Funds.

All expenditures of the Board shall be made in accordance with the powers and duties outlined herein.

- 1) Reallocations of expenditures for items not included in the current Fiscal Year Budget shall require an affirmative vote of the majority of the Board's membership.
- 2) Expenditures utilizing Resort Tax Reserve Funds shall require an affirmative vote of the majority of the Board's membership.
- 3) Annual Resort Tax Fund Reserves shall remain under the governance of the Board.

Section 3. Severability. If any section, subsection, clause or provision of this Ordinance is declared invalid or unconstitutional by a court of competent jurisdiction, the remainder shall not be affected by such invalidity.

Section 4. Conflict. All sections or parts of sections of the Town of Surfside Code of Ordinances in conflict herewith are intended to be repealed to the extent of such conflict.

Section 5. Inclusion in the Code of Ordinances. It is the intention of the Town Commission and Resort Tax Board, and it is hereby ordained that the provisions of this Ordinance shall become and made a part of the Town of Surfside Code of Ordinances, that the sections of this Ordinance may be renumbered or re-lettered to accomplish such intentions; and the word "ordinance" may be changed to "Section" or other appropriate word.

Section 6. Effective Date. This Ordinance shall be effective upon adoption on second reading.

PASSED and ADOPTED on first reading this ____ day of _____, ____.

PASSED and ADOPTED on second reading this ____ day of _____, ____.

Daniel Dietch, Mayor

Michelle Kligman, Chair, Resort Tax Board

Attest:

Sandra Novoa
Town Clerk

**APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:**

Linda Miller

Linda Miller, Town Attorney

On Final Reading Moved by: _____

On Final Reading Seconded by: _____

Vote by the Town Commission:

Commissioner Barry R. Cohen	yes	_____	no	_____
Commissioner Michael Karukin	yes	_____	no	_____
Commissioner Marta Olchyk	yes	_____	no	_____
Vice Mayor Eli Tourgeman	yes	_____	no	_____
Mayor Daniel Dietch	yes	_____	no	_____

Vote by the Resort Tax Board:

Member Sandra Argow	yes	_____	no	_____
Member Joel Baum	yes	_____	no	_____
Member Barbara Cohen	yes	_____	no	_____
Vice Chair Dr. Elizabeth Levine	yes	_____	no	_____
Chair Michelle Kligman	yes	_____	no	_____

TOWN OF SURFSIDE RESORT TAX BOARD OPERATING PROCEDURES

I. INTRODUCTION

The Town of Surfside Resort Tax Board (hereinafter “Tourist Board”) is vested with specific responsibilities and duties codified in Section 70-126 of the Town Code. In order to properly and effectively carry out these responsibilities, the Tourist Board must adopt policies and procedures to implement these duties. The importance of establishing protocols and written procedures demonstrating fiscal and budgetary accountability is particularly significant in light of the additional resources entrusted to the Tourist Board to spend over the next decade due to increases in Resort Taxes expected to be collected by the Town.

II. COMPLIANCE WITH APPLICABLE LAWS

The Tourist Board is required to comply with all applicable provisions of State law, County ordinances and the Town Code, including but not limited to those pertaining to public records, open meetings, financial disclosure and those with respect to competitive bidding requirements for purchase of goods and services.

III. CORE FUNCTIONS

The Tourist Board responsibilities include the following:

1. Adopt and/or amend procedures as it relates to publicity, advertising, promotional events, tourist board activities.
2. To expend Resort Tax Funds collected pursuant to the Town Code.
3. To employ or retain an advertising and/or public relations consultant and/or firm as it relates to specific Tourist Board activities.
4. To authorize placement of advertising in various media.
5. To organize special events for the promotion of Surfside as a visitor destination.

IV. OTHER SUBSTANTIVE TASKS

The two other substantive tasks assigned to the Tourist Board are:

1. Authorizing the placement of advertising in various media.
2. Organizing special events.

RECOMMENDATIONS

The Tourist Board retained the services of a consultant to analyze current operations and to suggest policies that will enable the Tourist Board to carry out its mission more effectively. As a result of the discussions with the consultant, the Tourist Board took action on the following recommendations:

1) **Tourist Board Recommendation: Voting**

For unbudgeted items, approval requires a simple majority of the Tourist Board membership.

For utilizing reserve funds, approval also requires a simple majority of the Tourist Board's membership.

2) **Tourist Board Recommendation: Management and Budget Plan**

A formalized Management and Budget Plan will be created for each fiscal year by the Tourist Board and Town Staff in consultation with the Town Finance Director.

3) **Tourist Board Recommendation: Attendance**

A Tourist Board member who misses 25% of all regular and special meetings over a twelve-month period or misses three consecutive meetings creates a vacancy on the Tourist Board.

No distinction is made between excused and unexcused absences. The prior notification requirement is repealed.

4) **Tourist Board Recommendation: Chairperson / Vice Chairperson**

The term of office for the Chairperson and Vice Chairperson shall be one year. At the conclusion of the term, the Tourist Board may move to replace the Chairperson and Vice Chairperson by a majority vote. No person shall serve as Chairperson or Vice Chairperson for more than four consecutive terms.

5) **Tourist Board Recommendation: Procurement**

The Tourist Board will follow the Town's Procurement Policy.

6) **Tourist Board Recommendation: Miscellaneous**

Draft a policy that clearly and unambiguously states that the Tourist Board Reserves Funds remain under Tourist Board authority and are not subject to use solely by the Town Commission or Town Manager.

Draft a Reserve policy to explain procedures by which Reserve Funds can be expended by the Tourist Board.

7) **Tourist Board Recommendation: Expansion of the Tourist Board**

The size of the Tourist Board will increase to seven Members. Each Town Commissioner will provide one appointment and two Members will be appointed at-large by a majority vote of the Town Commission. These two members are required to be tourism or hospitality professionals.

Five of the seven Members must work or resident in the Town of Surfside. For the Members who do not work or reside in the Town, preference will be given to Members who are tourism or hospitality professionals. No two Members shall be representatives from the same company or organization.

TOWN OF SURFSIDE RESORT TAX BOARD CONFLICT OF INTEREST AND ETHICS POLICY

I. Intent and Declaration of Policy

Due to the unique responsibilities entrusted to the Town of Surfside Resort Tax Board (hereinafter "Tourist Board") in expending Resort Tax Funds as appointed by the Town of Surfside Town Commission, and to assure public confidence that its Tourist Board Members are acting as responsible stewards, the public interest is served by establishing additional ethics requirements beyond those existing in Florida Statutes, the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance and the Town of Surfside Code of Ethics.

It is not sufficient for the Tourist Board to comply with applicable state and local laws. Tourist Board Members must avoid even the appearance of impropriety or any actual or perceived conflict of interest in performance of their official duties as members of the Tourist Board due to their ability to expend Resort Tax Funds.

II. Definitions

For purposes of this section, the following words, terms and phrases shall have the meaning as indicated below:

- a) *Board Member*. An individual duly appointed by the Town Commission to serve on the Tourist Board.
- b) *Gift*. The transfer of anything of economic value, whether in the form of money, service, loan, travel, entertainment, hospitality, item or promise or in any other form, without adequate and lawful consideration.
- c) *Immediate family*. The spouse, domestic partner, parents, stepparents, children, and stepchildren of a Tourist Board Member.
- d) *Lobbyist*. All persons, firms or corporations employed or retained by a principal who seeks to encourage the passage, defeat, or modification of any action, decision or recommendation of the Tourist Board.
- e) *Transacting business*. The purchase or sale by the Town or Tourist Board of specific goods or services for consideration.

III. General Principles

Tourist Board Members shall demonstrate their commitment to the general principles of Tourist Board service. These principles are aspirational in nature. A member who acts contrary to these principles is not acting in the best interest

of the Tourist Board and may be censured by the Tourist Board. However, this section of the Tourist Board's Ethics Policy does not confer jurisdiction on the Miami-Dade Commission on Ethics and Public Trust to commence an investigation or take enforcement action against a member alleged to have violated one or more of these general principles.

- a) Tourist Board members shall act with integrity and in an ethical and professional manner in their interactions with each other, Town of Surfside Elected Officials and staff, consultants, advisors and the general public, so that their behavior will reflect positively upon the Town of Surfside.
- b) Tourist Board Members will be sensitive to the considerable workload of staff when making requests for assistance.
- c) Tourist Board Members must recognize that all Tourist Board decisions and actions are to be based on integrity, competence and independent judgment on the merits and benefits to the general public, visitors, local businesses and residents in the Town of Surfside.
- d) Tourist Board Members shall act with competence and shall strive to maintain and enhance their competence and that of their fellow Board Members.
- e) Tourist Board Members will respectfully consider the opinions of others during deliberations in decision-making, will respect the judgment of the Tourist Board in regards to its decisions and will represent the Tourist Board's position to the Town Commission when necessary.
- f) Tourist Board Members will refrain from using Tourist Board meetings to advance their personal agendas.

IV. Standards of Conduct

The Miami-Dade Commission on Ethics and Public Trust will have exclusive jurisdiction for investigation and enforcement of the following standards of conduct, which are unique to the Tourist Board and generally represent stricter standards than those enumerated in the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance or the Town Code of Ethics.

a) Gifts

1. A Tourist Board Member shall not solicit or receive a gift regardless of value from lobbyists registered with the Town of Surfside or from proposers, vendors or contractors with the Town of Surfside or the Tourist Board.
2. Tourist Board Members may accept gifts from other sources given to them in their official capacity, where not otherwise inconsistent with the provisions of the Florida Statutes, the Miami-Dade County Ethics Ordinance and the Town

of Surfside Code of Ethics and shall report any gift, or series of gifts from any one person or entity in excess of one hundred dollars.

3. Tourist Board Members will be permitted to solicit gifts on behalf of the Town of Surfside in performance of their official duties for use solely by the Town in conducting its official business or official business of the Tourist Board.

4. Tourist Board Members will be permitted to accept gifts or expenses given to them associated primarily with their employment or business or related to community service performed as an officer, director or volunteer of a corporation or organization.

b) Voting Conflicts

1. No Tourist Board Member shall participate in or vote on any matter presented to the Tourist Board if the Member or the Member's immediate family will be directly affected by the action of board unless the action taken would affect the Tourist Board Member no differently than it would affect the public-at-large. Further, no Tourist Board Member who has a special relationship (defined as an officer, director, partner, of counsel, consultant, employee, fiduciary or beneficiary) with an applicant or party with a matter before the Tourist Board may participate in the discussions or vote on a matter when such applicant or party with the special relationship appears before the Tourist Board.

2. A Tourist Board Member is not required to absent himself or herself from the meeting when the item is under consideration and may be counted for purposes of maintaining a quorum.

c) Duty to Disclose

A Tourist Board Member who stands to indirectly benefit from an action or decision from the Tourist Board, or has a business or professional relationship not enumerated above in the Voting Conflicts section, has a duty to disclose this information verbally at the meeting when such relationship becomes known by the Tourist Board Member.

d) Communications Outside of Public Meetings

Section 286.011, Florida Statutes, prohibits Board Members from communicating with one another concerning matters before the Tourist Board or on any matter which foreseeably may come before the Tourist Board. Consistent with the ethics in public contracting section of the Town Code of Ordinance (3-16) and the general principles set forth in Section 2-II.1 of the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance and Section 2-226 of the Town Code of Ordinances, Tourist Board Members shall not communicate with persons under consideration for consulting work as it relates to specific Tourist Board activities, including but not limited to, individuals or entities seeking to be retained as

advertising and/or public relations consultants; individuals or entities wishing to assist the Tourist Board in organizing special events for the promotion of Surfside as a visitor destination and individuals and entities associated with the media for purposes of placing advertising with said media.

e) Transacting Business with the Tourist Board

1. A firm, company, partnership or other business or professional entity employing a Tourist Board Member or the Member's immediate family may not transact business with the Tourist Board unless a waiver is granted by a super majority vote of the entire Tourist Board.

2. Tourist Board Members will have no private contracts or business dealings with the Tourist Board or with the Town absent those dealings to which members of the general public are entitled.

f) Prohibition on Certain Business Transactions

No Tourist Board Member shall enter into a business transaction with any person or entity that has a contract with the Town of Surfside or the Tourist Board unless the business transaction is an arms-length transaction made in the ordinary course of business.

V. Town Attorney to Render Opinions

Whenever a Tourist Board Member is in doubt as to the proper interpretation or application of the Tourist Board Ethics Policy, with respect to contemplated conduct by the Tourist Board Member, that person may request an opinion from the Town Attorney by providing a statement of all the material facts and questions. Opinions issued under this section shall be published without the use of the name of the person advised unless the person permits the use of a name. If the Tourist Board Member acts in accordance with the opinion, and no material facts were misstated or omitted when requesting an opinion, the opinion will insulate the Tourist Board Member from prosecution by the Miami-Dade Commission on Ethics.

a) Acknowledgement of Receipt

Tourist Board Members are required to abide by the provisions set forth in the Tourist Board Conflict of Interest and Ethics Policy, and upon appointment to the Tourist Board, each Member will receive a copy of the Policy and acknowledge his or her commitment to upholding these principles by reviewing and signing the document and returning it to staff for publication on the Town's website.