

LOCAL LAW NUMBER 5 OF 2004

COUNTY OF ULSTER

A Local Law To Establish A Department Known As The Ulster County Tourism Office And To Create The Public Office Of The Director Of Tourism

BE IT ENACTED, by the County Legislature of the County of Ulster as follows:

Section 1. ESTABLISHMENT OF DEPARTMENT OF TOURISM AND OFFICE OF DIRECTOR THEREOF

There is hereby created, as a Department of County government, the Ulster County Tourism Office, the head of which shall be the Director of Tourism who shall be appointed on the basis of his or her experience and qualifications for the duties of the office by the County Legislature. The Director shall be appointed for the term of office for which the members of the Legislature then in office were elected.

Section 2. DIRECTOR OF TOURISM - POWERS AND DUTIES

The Director of Tourism shall have the following powers and duties:

- (a) Direct the administration of marketing programs of the tourism office for all Ulster County tourism related sites, attractions and events.
- (b) Develop Marketing/Advertising programs for individual tourism sites, attractions and events in conjunction with the New York State Division of Tourism matching funds guidelines.
- (c) Act as the official Tourism Promotion Agent for the County.
- (d) Be responsible for operating the matching funds program at the County level. This includes applying for matching funds, preparing quarterly reports, and preparing the final matching funds report.
- (e) Work with advertising agency and/or graphic designer to create ads that bring about ultimate awareness to each relevant market segment as well as place the ads in relevant publications for each market segment.
- (f) Develop annual trade show schedule based on budget and marketing needs of the tourism sites, attractions and events.
- (g) Serve as the representative at industry trade shows, local events, and conferences with/or a qualified staff member as needed.
- (h) Promote interest and participation in the office's activities on the part of tourism-related businesses.
- (i) Create a positive climate of acceptance for the office and its programs with all segments of the industry, and the media.

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- (j) Provide leadership role in local and regional organizations to: 1) build the awareness of the tourism/travel industry and the office; and 2) stimulate organizational and personal growth.
- (k) In cooperation with the staff, develop, recommend and operate within an annual budget.
- (l) Ensure that all funds, physical assets and other property of the offices are appropriately safeguarded and administered.
- (m) Review all payables and receivables in order to keep the office within the guidelines of the budget.
- (n) Research and apply for special grants made available from Federal, State or Local programs that will further promote tourism programs through the office.
- (o) Establish a sound organization structure for the staff.
- (p) Direct and coordinate all programs, projects and major activities of the staff.
Supervise and monitor workflow and dissemination of information to staff.
- (q) Develop and distribute all collateral materials and office publications.
- (r) Plan, promote and attend tourism meetings.
- (s) Serve on such boards as appointed by the Chairman or the Legislature, and on such other boards, in the Director's discretion, as may be required to further the activities of the office.
- (t) Have authority to appoint and remove all officers and employees of the Department of Tourism.

Section 3. DEPUTIES

- (a) The Director of Tourism shall have the power to appoint one Deputy Director within the limits of appropriations therefore. Every appointment of a Deputy shall be in writing filed and recorded in the office of the County Clerk.
- (b) The term of office of any Deputy appointed hereunder shall coincide with that of the Director of Tourism, provided that such appointment may be revoked at any time by the Director of Tourism by written revocation filed with the County Clerk.
- (c) Deputy Director of Tourism shall perform such duties pertaining to the office of the Director of Tourism as the Director of Tourism may direct and shall act generally for and in place of the Director of Tourism and perform such other and further duties as the Director of Tourism may assign and direct.

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Section 4. EFFECTIVE DATE

This local law shall take effect on January 1, 2005,
and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 30 NOES: 3
(Legislators: Bartels, R.A. Parete,
Provenzano)

FINANCIAL IMPACT:
NONE