Discover Fort Smith Advisory Committee (DFSAC)

PURPOSE

The DFSAC will provide strategic advice and recommendations to Discover Fort Smith staff on tourism development, promotion, and the impact on the community. The DFSAC aims to enhance the community through tourism efforts, support local businesses, and enhance the visitor experience.

AUTHORITY

The DFSAC has no authority over the A&P Commission or its staff. The committee is advisory only.

OBJECTIVES

The DFSAC will:

- Advise and give feedback to the Executive Director of Discover Fort Smith on the community's attitude toward marketing the destination, recruiting for the types of events we are doing, and evaluating tourism efforts.
- Serve as a forum to brainstorm visitor center activations that would also support the resident.
- Promote the sharing of information and work between Discover Fort Smith and community residents.
- Assist in gathering information or data that would influence resident studies of the impact of tourism on the community.
- Provide feedback on large-scale projects that Discover Fort Smith is leading or championing regarding the impact on residents.

MEMBERSHIP

Composition: The DFSAC shall consist of up to twenty (20) members representing diverse sectors of the community, including but not limited to:

- Business community representatives
- Cultural and heritage organizations

- Community representatives

Members shall be residents of the City of Fort Smith or have major business ventures in Fort Smith that impact the residents.

Appointment & Terms:

- Members shall be appointed by the A&P Commission for a term of three (3) years.
- Members are eligible for one additional three (3) year term upon re-appointment by the A&P Commission.
- Vacancies shall be filled by the Executive Director of Discover Fort Smith.

Roles & Responsibilities: The DFSAC does not have committee officers. The Executive Director of Discover Fort Smith shall preside over meetings, set the agenda, and provide the minutes to the members. Members shall actively participate in meetings and discussions, provide expertise and insights, and support implementing recommendations where appropriate.

MEETINGS

- The DFSAC shall meet quarterly.
- Meetings shall be conducted following an agenda circulated in advance.

DECISION-MAKING

- Recommendations shall be made by consensus where possible and needed.

DISSOLUTION

The A&P Commission may dissolve the DFSAC if its objectives are no longer relevant or its function is deemed unnecessary.