



# **POLICIES & PROCEDURES**

2010 Spring Edition

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## FUNDAMENTAL OPERATING POLICES

**SERIES 000**

The National Association of RV Parks & Campgrounds (“ARVC”) operates as a 501(c)(6) non-profit organization under the laws of the Commonwealth of Virginia. ARVC is an equal opportunity employer and operates all phases of the association in a non-discriminatory fashion. ARVC does not discriminate in employment, membership, with whom it does business or in any other way based on sex, age, race, religion, national origin or disabilities.

Policies and procedures shall clarify duties and responsibilities in such a manner as to make it possible for Officers, Staff, and Membership to function with a feeling of security and a sense of purpose.

In the event that any portion of this Policies & Procedures Manual is found to be in conflict with any local, state or federal laws and/or the Bylaws of ARVC, then, in that event, said section shall be designated as null and void, and the remaining sections contained herein shall stay in full force and effect.

**SERIES 001**

The ARVC Vision: Outdoor Hospitality Excellence Through Industry Unity

ARVC Core Purpose: To advance the RV park and campground sector of the outdoor hospitality industry.

The ARVC Mission: The National Association of RV Parks & Campgrounds is an association of campgrounds, RV parks and resorts, industry suppliers, camping equipment manufacturers, franchisers and others committed to promoting the growth and welfare of the RV park and campground sector of the outdoor hospitality industry through development and implementation of government/regulatory, educational, and promotional programs and activities. The association is committed to serving the needs of its members, the state campground/RV park associations, and the camping public.

Approved: November 15, 1995 (Strategic Plan)

Revised: February 2004 (Strategic Plan)

**SERIES 002**

All meetings of ARVC are open to the Membership except Executive Meetings as described in Series 108.

**SERIES 003**

ARVC adheres to the principal of one RV park/campground, one vote.

Approved April 21-23, 1990

Amended April 22-23, 1994

**SERIES 004**

ARVC does not accept direct members in a state with an Affiliated State Association or Cooperating State Association unless the Affiliated State Association or Cooperating State Association votes to allow direct members in their states.

Approved December 12, 1992.

## **INTERNAL BOARD OPERATIONS**

**SERIES 100**

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## **INTERNAL BOARD OPERATIONS**

### **Organization - General**

**SERIES 100**

The organization, management, and control of the National Association of RV Parks & Campgrounds (“ARVC”) is vested in the Board of Directors (the “Board”), which exercises the powers and discharges the duties imposed by the Membership. The Board shall seek interpretations of all legal statutes as may apply.

It shall be the purpose of the Board to provide consistent and organized leadership of the best obtainable quality.

The Board shall be the legal representative, not only of the individual Board members, but also of the Association as a whole and shall operate in accordance with all the laws pertaining to its interest throughout the nation.

## **Organization - Specific**

**SERIES 101**

It shall be the policy of the Board to act as a corporate body and to make decisions only when in session or through the use of mail, electronic mail, voice or telephone ballots conducted in accordance with the laws of the Commonwealth of Virginia, on all matters pertaining to the authorizing of services, formulating of policies, legislating of rules and regulations, approving of budgets and all other matters which may properly come before the Board.

The Board of Directors, sitting as a body in official sessions, will give instructions to the President concerning policies and procedures that it feels will serve the best interests of ARVC. The President shall, therefore, receive instructions through a majority action of the Board.

## **Purpose & Role of the Board**

**SERIES 102**

The Board shall provide for an organizational system and establish general policies for its operation in keeping with the intent of the Association and the rules and regulations as set forth in the Bylaws. In carrying out this function the Board recognizes four general duties:

1. Formulating and interpreting Association policies.
2. Delegating administrative duties.
3. Making a continuous appraisal of progress.
4. Providing adequate funding for Association programs.

In fulfilling these general duties, the Board also recognizes the following additional and more specific responsibilities:

1. To elect from its members, officers for the Association as stated in Article IX, Section 3 of the Bylaws.
2. To employ a President and to assist the President in supporting the staff in the discharge of their duties.
3. To consider and act on policies for the Association's program of activities. Any proposed policy change shall be submitted to the Governance Committee for its consideration, review and possible recommendation for final Board action.
4. To require and evaluate reports from the Staff on the activities of the Membership and the financial status of the Association.
5. To consider, revise, and adopt an annual Association budget as recommended by the Executive Committee.
6. To direct the President to seek and utilize qualified professional recommendations when needed.
7. To assist in presenting to the public the best image possible of ARVC member RV parks and campgrounds.

8. To recognize that authority rests solely with the Board in official meetings, however, as circumstances dictate, the Board may give special authorization to individuals or Committees to further the Board's purposes.
9. To perform the specific duties imposed by the Bylaws or by specific statutes imposed by State or Federal laws.

### **Orientation - Directors**

**SERIES 103**

The Board and Staff shall assist each new director in understanding the Board's functions, policies, procedures and operation of the association as soon after their election as possible. Each newly-elected Board member shall be:

1. Provided with a current copy of the ARVC Bylaws.
2. Provided with a current copy of the ARVC Policy & Procedures Manual.
3. Placed on the mailing list and the ARVC roster for publications and other pertinent materials.
4. Provided with a supply of ARVC expense forms and instructions.
5. Provided with a brief orientation by the Chairman and President.

### **Methods of Operation of the Board**

**SERIES 104**

The administration of the Association shall be carried out through close coordination of the Board as the policy making body and the President and Staff as the administrative body. The Board delegates to the President and the Executive Committee the general responsibility of interpreting Board policies and procedures for the Association and to see that they are carried out. The Board members shall not infringe upon the responsibilities of the President to carry out Board policy. The President and Executive Committee will seek the necessary policy decisions from the Board needed to properly administer the functions of ARVC.

### **Purpose & Role of the Executive Committee**

**SERIES 105**

The purpose and role of the Executive Committee is defined in Article XII, Section C, of the Bylaws.

### **Code of Ethics**

**SERIES 106**

As a member of the Board, each individual accepts the obligation to uphold the purposes of the organization as set forth in the Bylaws, to strive to increase one's knowledge of the industry, and to abide by the letter and spirit of the standards hereby set forth.

This Code of Ethics is intended to establish a standard of professional ethical conduct. It is important for each Board Member to commit oneself to honorable behavior in all aspects of Association work and professional activity.

## **Standards**

Each member of the Board shall:

1. Observe and enforce State and Federal laws pertaining to the Association and the welfare of the RV/camping public.
2. Accept office as a Board Member as a means of unselfish service.
3. Transact Association business only in regular session or as directed by the Board as needed in the absence of regular meetings.
4. Represent all Members of the Association without fear, favor or prejudice.
5. Accept all Board decisions once they are made; assist in carrying them out effectively and speak with one voice.
6. Delegate action to the Association's President and confine Board action to policy making, planning, and appraisal.
7. Conduct oneself in such a manner to reflect favorably on the Association.
8. Promote professionalism throughout the industry by personally maintaining high standards.

Any violation of this Code of Ethics may result in removal from the Board.

## **Formulation of Policies & Procedures**

**SERIES 107**

The Policies and Procedures of the Board shall govern all Board members and employees of the Association.

The approved Policies and Procedures are to guide the management and operation of ARVC.

Policies and Procedures shall be reviewed by the Governance Committee annually and, if required, modified by a majority of the Board members meeting in regular session or through the process defined in Series 101.

## **Meetings - Board of Directors**

**SERIES 108**

Meetings of the Board are essential to the operation of the Association. All official action of the Board shall be taken only when the Board is in formal session or through the process defined in Series 101. Since members of the Board are unable to officially function as individuals, the Board meetings are an opportunity for the Association's operation to be discussed and for individual members to express their concerns and opinions.

The Chairman will set the date for the Spring Board meeting no less than ninety (90) days before the meeting.

An agenda of items to be discussed at Board meetings shall be available in advance of the Board meeting.

### Typical Types of Meetings

1. Regular Meetings - Regularly scheduled meetings are generally in the Spring and the Fall and include regular business and a study of the Association's operations.
2. Special Meetings - Such meetings may be called by the Chairman or by eight (8) Board members collectively in the event the Chairman fails to act upon due notice as specified. Ordinarily, no business shall be transacted except that for which the meeting has been called.
3. Recessed Meetings - Such meetings shall serve as a continuation of a regular meeting and not as a special or called meeting.
4. Executive Meetings –
  - a. Executive Sessions: Executive meetings or sessions of the Board shall be called at such time and place as is required for full discussion of personnel or other matters which are not appropriate for membership announcement until fully developed. Any tentative proposals for action taken at such closed sessions shall require confirmation at a subsequent regular meeting. The Board may vote for an executive session during a regularly scheduled meeting. When an executive session adjourns, the regular meeting will be continued immediately. This format is most convenient when limited meetings are held during the year:
  - b. Executive Committee Meetings: Regularly scheduled meeting of ARVC Officers which includes the ARVC President as a non-voting member.

### Consultation with Council of Delegates

A standing agenda item at each meeting of the Board shall be a report from the Chairman of the Council of Delegates. The Chairman shall deliver to the Board the annual evaluation of the Association prepared by the Council. The Chairman shall be the official liaison between the Council and the Board of Directors.

### State Association and Other Meetings

The Chairman and the President will determine the calendar of state association and other meetings. If a Board or Staff member is requested by the Chairman or President to attend a meeting outside of their own state association on behalf of ARVC he/she shall have his/her expenses, including room, meals, registration fees, and exhibit space, incurred by such attendance reimbursed in accordance with the ARVC/State Partnership Guidelines (Series 406).

The Chairman may attend any related industry meeting or any event concerning camping, whether private or government, with the expenses incurred being reimbursed in accordance with the ARVC/State Partnership Guidelines (Series 406), with any portion paid by ARVC being charged to the Chairman's account.

The Chairman may approve attendance at such meetings by one or more Board Members.

### **Minutes of Meetings**

**SERIES 109**

Executive Committee Minutes are to be distributed to all Board Members no later than fifteen (15) business days after such meeting.

Minutes of the Board shall be distributed to all Board Members in a timely fashion and as soon as practical after the meeting(s). Excerpts of the Board action shall be published following the Board meeting.

The minutes of all Association meetings, including the Annual Meeting, are available to all Members and to interested parties upon request.

The official Minutes of the Board shall be bound and kept in the ARVC Corporate Office and shall be open to the Membership upon request.

### **ARVC Directory of Members**

**SERIES 110**

ARVC shall keep a current database of all of its members. All requests for the ARVC membership list or any part thereof shall be in writing and subject to approval by the President.

### **Reimbursement for Board Member Expenses**

**SERIES 111**

1. Board Members - will be reimbursed for travel to the Spring Committee/Board meetings and may be reimbursed for other travel within budgetary limitations when authorized by the Chairman and/or President. Such reimbursement is limited to the following criteria:
  - a) Round trip coach airfare for each Board member from home base airport to destination, **OR** the accepted mileage figure for the year in which travel is conducted as recognized by the Internal Revenue Service for business purposes from home base to destination and return, whichever is less.
  - b) Any personal vehicle travel will be reimbursed at recognized Internal Revenue Service mileage rates for business purposes existent at time of travel.
  - c) Parking, tolls, and taxi fees shall be reimbursed. Receipts must be attached.
  - d) Any travel arrangements to the Committee/Board meetings that require special consideration will be ruled on by the Chairman or the President.
  - e) ARVC will pay single occupancy room rates for the number of nights needed for the Spring Board/Committee meetings. ARVC will reimburse for one (1) night's hotel room during national conference and expo.

- f) In the event an additional night is needed by a Board member to attend the Board meeting, in addition to the allotted nights, Staff has the ability to grant such requests when the budget permits.
  - g) Meals not provided by ARVC will be reimbursed during the Spring Board/Committee meetings. This includes meals on travel days. Amounts not to exceed: Breakfast \$10; Lunch \$15; Dinner \$25 or a daily total of no more than \$50. Reimbursement will be for the Board member only. ARVC does not reimburse for alcohol. Board member will be responsible for spouse's meals unless spouses are guests of the association.
  - h) Board Members must submit expense reports, together with receipts, to the President for approval.
2. Board Members are requested to submit their expense reports, within 60 days of travel.
  3. All Chairman's travel will be charged to his/her account except for his/her expenses related to the meetings of the Executive Committee and Board of Directors.

**Conflict of Interest Policy**

**SERIES 112**

If a Board Member or Staff person, shall have any interest, financial or otherwise, direct or indirect; engage in any business or transaction or professional activity; or incur an obligation of any nature which is in conflict with the proper discharge of their duties in the interest of the Association, it is the duty of the Board Member, or Staff person to disclose any possible conflict of interest and to voluntarily abstain from any action, including discussion and voting, that could be interpreted to be in their self-interest, unless otherwise approved by the Board.

**Transmitted Ballots**

**SERIES 113**

The Board may conduct business via transmitted ballots as described in Series 101 and shall have fifteen (15) days to respond to such ballots.

If eight (8) or more Board Members contest the action being conducted, then the resulting vote shall not be valid.

## **FINANCIAL OPERATIONS**

**SERIES 200**

- 200 Budget Planning
- 201 Periodic Financial Reports
- 202 Audit
- 203 Dues
- 204 Check Signing
- 205 Reserve & Investment Policy

### **Budget Planning**

**SERIES 200**

The President and Staff in conjunction with discussions with the Chairman and Committee Chairmen shall produce an operating budget for each year during the months of August – October.

#### Publication and Review of the Budget

The Budget is first reviewed by the Executive Committee, any subsequent changes made and then it is provided to the Board prior to the Fall Board Meeting.

#### Adoption of the Budget

On or before December 15 of each year, the Board shall adopt the budget for the next fiscal year. Fiscal year of ARVC shall be the calendar year of January 1 through December 31.

The budget adopted by the Board must be balanced.

### **Periodic Financial Reports**

**SERIES 201**

1. The President with the help of Staff shall prepare and maintain or cause to be prepared and maintained the books and reports of ARVC in auditable form. The President shall prepare or cause to be prepared all fiscal reports, necessary records, and financial statements for the review and approval of the Treasurer.
2. The Treasurer will submit financial statements to the Board at each Board meeting.
3. The President shall be responsible with Staff's help for filing all necessary reports with the county, state, or federal agencies, as required.

4. The Board shall be updated monthly on financial status.

#### **Outside Audit and Review Services**

#### **SERIES 202**

1. All audits and/or financial reviews are to be sanctioned and budgeted annually by the Board.
2. A yearly audit or a review by a CPA firm shall be performed on the financial records of ARVC. It is the understanding of the Board that a full audit must be conducted every other year at a minimum.
3. The Treasurer shall review all internal monthly financial statements.
4. The Treasurer has the responsibility to validate all audits and annual financial reviews prepared by an independent certified public accounting firm.
5. If conditions warrant the need for an additional audit, the Chairman may take the necessary action.

#### **Dues**

#### **SERIES 203**

1. Membership in ARVC shall be subject to payment of dues for a 12 month period.
2. Affiliated State Associations and Cooperating State Association dues are payable as of January 1 each year and delinquent if not paid by February 1. At the request of a state association, ARVC Corporate Office will work with the state to adopt a different dues year that better meets the needs of the state.
3. If a state association has not sent the dues for its members by February 1, ARVC shall notify the members and the applicable state association. If dues are not received by March 1, the members will in jeopardy of being dropped from the rolls and may be ineligible for further membership benefits.
4. Direct member dues are due on the anniversary date of the Member's dues. In the event that the dues are not received within 30 days of the anniversary date, the Member shall be notified of the delinquency and given 30 days to bring their dues current. When dues have become sixty (60) days delinquent, the membership shall be terminated and the Member notified.
5. Each Affiliated State Association shall retain an administrative fee equivalent to 20% of its dues paid to ARVC provided the Affiliated State Association meets the following requirements stated in Article V of the Bylaws.
6. Each Cooperating State Association shall retain an administrative fee equivalent to 10% of its dues paid to ARVC provided the Cooperating State Association meets the requirements in Article V of the Bylaws

7. ARVC dues will be adjusted annually by January 31st of each year and may be based on the change in the Consumer Price Index (CPI) as computed by the U.S. government for the previous fiscal year and reported in the Wall Street Journal. The CPI shall be rounded out to the next highest whole percentage point for calculation. The RV park/campground basic member dues shall be computed and rounded to the nearest whole dollar amount. The per site dues shall also be computed and rounded to the nearest whole penny amount. Adjusted dues become effective January 1 of the following year.
8. A 1% interest charge per month can be assessed on delinquent dues.

### **Check Signing**

**SERIES 204**

Checks written on ARVC bank accounts that are over \$10,000 in value (excluding payroll checks) require the signature of the President and the documented approval of the Treasurer.

### **Reserve & Investment Policy**

**SERIES 205**

It is the policy of ARVC to build and maintain a reserve of not less than 30% of the Association's average annual operating income, taken over the previous five years. This reserve may include equity in land and/or building assets owned by the Association, as identified in any formal valuation or appraisal of such assets. However, not less than 50% of the above-required minimum reserve shall be liquid assets/

The Association's liquid asset reserves may be invested in one or more of the following investment vehicles, in proportions most beneficial to the Association at the given time.

1. Money Market Account
2. Sweep Account
3. Certificates of Deposit
4. Mutual Funds

Interest income from the above Reserve investments may be budgeted and booked as Association revenue, subject to the other provisions of this Series (205) being met.

The President, in consultation with the Treasurer and the Executive Committee, shall be authorized to invest the reserve funds of the Association as described above. The Treasurer shall report on the status of the investments of the Association at each regular meeting of the Board of Directors.

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|---|-------------------|
| <b>ARVC COMMITTEES</b>  | <b>SERIES 300</b> |
| <b>Governance Committee</b>   | <b>SERIES 301</b> |
| Bylaws, Policies & Procedures<br>Board of Directors & Officer Elections<br>Parliamentarian                  |                   |
| <b>Public Affairs Committee</b>   | <b>SERIES 302</b> |
| Government Relations<br>Codes & Standards<br>Legal Defense Fund   |                   |
| <b>Membership Services Committee</b>  | <b>SERIES 303</b> |
| Education Statistical Data<br>Awards<br>Conferences & Meetings<br>Member Services<br>Membership Development |                   |
| <b>Communications Committee</b>   | <b>SERIES 304</b> |
| Communications<br>Strategic Marketing<br>Public Relations<br>Research & Development                         |                   |
| <b>Executive Committee</b>  | <b>SERIES 305</b> |
| Administrative<br>Personnel<br>Finance<br>Communications  |                   |
| <b>Historian</b>  | <b>SERIES 306</b> |
| <b>Special Committees</b>   | <b>SERIES 307</b> |
| <b>Strategic Planning Committee</b>   | <b>SERIES 308</b> |
| <b>Nominations &amp; Elections Committee</b>  | <b>SERIES 309</b> |

Members of the Board and/or suitable candidates from the Membership at large carry on the work of ARVC through serving as chairpersons and/or members of committees. A brief description of these committees is assigned as the 300 Series of this Policy and Procedures Manual.

Although all board members are welcome to participate in the deliberations and meetings of any committee, and board member input on issues is always welcome, only committee members appointed by the Chairman may vote on matters before the committee. Committee votes shall be determined by a simple majority of those present and participating in a meeting. To the maximum degree that is feasible, in organizing committees and appointing committee chairmen, the Chairman shall assure that each of the committees specified is comprised of Board Members and/or suitable candidates from the Membership at large representing various geographic areas and industry segments.

#### The Role of ARVC Committees

1. Establish goals, objectives and priorities for programs under the committee's jurisdiction.
2. Recommend necessary sources and allocations of resources to assure that the functions under the committee's purview are properly funded.
3. Recommend necessary policies to assure proper implementation of the functions under the committee's jurisdiction.
4. Evaluate results, outcomes and delivery of the programs within the committee's purview.

Committee chairs are appointed by the Chairman for a one year term that coincides with the term of the Chairman. Committee chairmen are responsible for organizing their committees to best meet the needs of the committee during the year. The Strategic Plan should be used as a guide to establishing committee priorities.

#### **Governance Committee**

#### **SERIES 301**

The Committee on Governance is responsible for the following areas of Association activity:

1. Ensuring adherence to all current Policies & Procedures and Bylaws and reviewing all proposed additions, amendments or deletions.
2. Assisting the Nominations and Elections Committee in conducting the annual Board and Officer nominations and elections.

The following policies govern the activities of the Governance Committee:

#### Bylaws & Policies and Procedures

1. As necessary, the committee reviews the Bylaws and the Policies and Procedures and recommends necessary amendments or deletions to the Board. The President shall retain

in a binder in his/her possession, an accurate, up to date copy of the association's Bylaws and Policies and Procedures showing the date of all amendments, and shall transmit that copy to his/her successor. The President shall also ensure that the chairman of the Governance Committee has an up to date copy of both the Bylaws and the Policies and Procedures.

2. ARVC shall, upon request, provide any Member with a copy of the current bylaws.
3. The President shall also assure that the Bylaws and Policies and Procedures as adopted by the Board are added to the manuals upon approval.

#### Board of Directors & Officer Nominations & Elections

Upon the provision of a valid slate of candidates by the Nominations & Elections Committee, the Governance Committee oversees the Nominations & Elections Policies & Procedures are carried out.

#### Parliamentarian

The Parliamentarian of ARVC is appointed by the Chairman and is charged with the responsibility for making sure that the organization and governing meetings are run according to the Bylaws and parliamentary procedures as provided for in Roberts Rules of Order.

The Parliamentarian should be completely familiar with the Bylaws of the organization as well as procedures as detailed in Roberts Rules of Order.

#### **Public Affairs Committee**

**SERIES 302**

The Public Affairs Committee is responsible for the following areas of Association activity:

#### Government Relations

The Public Affairs Committee shall recommend association government and public affairs policies, provide guidance to the Association's government affairs representatives, recommend necessary and appropriate actions to be undertaken by the Association to assure that the interests of the RV park and campground industry are properly represented and protected, and communicate and inform the Members of Association actions, conduct a government affairs program that assures that Members views on relevant issues are communicated to and acted upon by various federal, state, and local legislative, regulatory and executive agencies.

The Government Relations Policies adopted by the Association shall be maintained in Series 1000 of the Legal Opinions & Position Statements Manual and the contents of that series shall guide the Board, Committees and Staff.

The Public Affairs Committee reviews and oversees assistance provided by ARVC to state associations, individual RV parks/campgrounds, and others dealing with federal, state, and local government issues and actions.

The Public Affairs Committee shall also recommend policies and programs relating to the Association's Chairman's Club. The Chairman's Club shall be viewed as a supporting body to the Association's government relations program.

The President and/or Chairman shall serve as the official spokesperson for the Association on matters pertaining to the position of the Association.

#### Codes & Standards

In the area of codes and standards, the Public Affairs Committee shall:

1. Assist/enable ARVC in keeping current with the standards that affect the construction and operation of campgrounds and RV parks.
2. Develop and maintain appropriate model codes as may be in the interest of the Membership.
3. Develop and maintain such other standards as may, from time to time, be deemed helpful to the industry and the Association.

ARVC shall provide the necessary resources to assure that the Association is appropriately represented at all national meetings during which discussions of standards and codes pertaining to recreational vehicles and RV parks and campgrounds are discussed.

#### Legal Defense Fund

The Public Affairs Committee shall be responsible for the implementation of the Association's Legal Defense Fund policy, as defined in SERIES 702 of these Policies and Procedures.

### **Membership Committee**

**SERIES 303**

The Membership Committee shall have responsibility for the policies relating to the conduct of the national conference and expo and other meetings operated and provided for the benefit of the Members; implementation of an awards program; membership recruitment and services programs; education activities; and statistical data related to Membership.

The following responsibilities shall govern the activities of this committee:

#### Education

This committee will work in cooperation with the Education Committee established by the ARVC Foundation which is responsible for development of all educational opportunities, including but not limited to the Certified Park Operator program, National School of RV Parks and Campgrounds and shall coordinate implementation of the educational opportunities with the assigned ARVC Staff.

## Statistical Data

Membership Committee is charged with the responsibility of reviewing and evaluating Association membership data and providing written reports on same.

## Awards

The Membership Committee is charged with the selection and presentation of awards at our national conference and Expo.

Awards are a significant part of the Association. Awards should be presented at the national conference at a time when the full delegation is in session or at other appropriate meetings of the Association.

Consideration should be given for awards in the following categories:

### ARVC Members:

1. Brochure of the Year
  - four-color
  - other (b/w or two-color)
2. Direct Mail Promotion of the Year
  - four-color
  - other (b/w or two-color)
3. RV Park of the Year (4 size categories: small, medium, large & mega)
4. Website of the Year
5. Plan-It Green Award
  - One award will be given to the parks that can demonstrate that they have taken steps and actions to become more eco-friendly. Applicants are evaluated on impact of changes made, commitment to environmental practices and efforts to educate guests about support of Plan-It Green practices.

### State Associations:

1. State Directory of the Year (3 size categories: small, medium & large)
2. State Executive of the Year
3. Best State Newsletter (3 size categories: small, medium & large)
4. State President of the Year.

### Supplier Members

1. Supplier Council Member of the Year

### Stan Martin Memorial Award

The Stan Martin Memorial Award is to recognize an individual or organization for outstanding leadership and contributions to the growth and development of ARVC and the campground/RV park industry. Any individual or organization currently or previously involved with the commercial campground/RV park industry will be eligible.

## Pioneer Award

The Pioneer Award is to recognize an individual or organization for outstanding leadership and contributions to the growth and development of ARVC and the campground/RV park industry for a minimum of 25 years.

## Other Awards

Awards presented by different companies to our members or industry must be handled by the Membership Committee; and if representatives of those companies are presenting those awards, the Chairman of the Membership Committee should approve their script.

## Conferences & Meetings

The committee's areas of responsibility shall include the annual national conference, the National Issues Conference, such other conferences as may be developed in the future, coordination of all ARVC meeting and conference programs with other industry groups, and the review and evaluation of proposed new meetings.

The national conference and Expo shall be held in the fourth quarter (Fall) of each year. The conference must include an annual meeting to discuss the business of ARVC and to elect the directors for the ensuing year.

Other facets of the conference may include, but not be limited to the following:

1. Educational sessions
2. Keynote speakers
3. Awards presentation
4. Annual banquet
5. Social events
6. Recreation programs (i.e., Fun Run, golf, softball tournament, tennis tournament)
7. Trade Show

The Supplier Council Board representative is assigned to the Membership Committee.

## Member Services

The Membership Committee shall:

1. Identify the needs for new member services.
2. Recommend the establishment or creation of new member service programs.
3. Evaluate existing member service programs and make recommendations pertaining to these programs annually.

## Membership Development

The Membership Committee shall recommend policies and programs to guide the Association's activities for recruiting new members and retaining existing members of the organization. Emphasis should be placed on assisting less well-organized states and those without Executive Directors to organize a member base.

The committee assists the Staff with:

1. Identifying and defining market segments within the industry.
2. Developing promotional materials for each market segment.
3. Promoting ARVC to non-members & encouraging them to join.
4. Soliciting and encouraging state affiliation with ARVC.
5. Welcoming new members to the Association.

## **Communications Committee**

**SERIES 304**

The Communications Committee shall be responsible for all internal (within the RV Park/Campground industry) and external (public, media, allied industries, etc.) communications including all publications (printed or electronic) and the dissemination of all Association and industry information.

The following responsibilities shall govern the activities of this committee:

### Communications

The Communications Committee is charged with the responsibility of the ARVC Report, Direct Line, Supply Line and other print, electronic or digital communications and publications that ARVC may from time to time decide to publish.

### Strategic Marketing

The primary purpose of this function is to assist ARVC in positioning itself as the expert in the RV park and campground industry by professionally monitoring, evaluating and communicating key strategic trends and to promote recommendations and programs that benefit the development, image and future growth of the industry.

Additionally, this committee is charged with the development, implementation and evaluation of any other national promotion and/or advertising in which ARVC may wish to become involved.

### Public Relations

The Communications Committee shall provide policy direction to ARVC's internal and external public relations efforts aimed at the general public, the industry and related industries in the travel, tourism and recreation areas.

### Research and Development

The Communications Committee shall also assure that pertinent research and information is appropriately disseminated to the ARVC Membership on a timely basis.

The composition of the Executive Committee is provided for in the Bylaws under ARTICLE XII, Paragraph C. Executive Committee. The Executive Committee provides guidance to the President between regular meetings of the Board, serves as the Association's personnel and finance committee and carries out other responsibilities as provided for in the Bylaws.

The following responsibilities shall govern the operation of these functions:

Administrative

The Executive Committee is chaired by the Chairman of the organization and consists of the officers of the Association, the immediate Past Chairman and the President as a non-voting member.

The Executive Committee meets prior to every Board of Directors meeting and at any other times called for by the Chairman.

The Executive Committee is charged with overseeing the day-to-day operations of the organization consistent with policies established by the Board. This Committee is further charged with supervising the activities of the President.

Personnel

This committee which is chaired by the 1<sup>st</sup> Vice Chairman shall review the following and make recommendations to the President and Board of Directors as needed.

- A. The committee will review annually all personnel contracts, salaries, benefit packages and bonuses;
- B. Review job descriptions and staffing needs of the Association;
- C. Review personnel administration and programs;
- D. Review association employment policies and the employee manual;
- E. The Executive Committee is responsible for setting the salary and contractual terms of the President;
- F. Will conduct an annual evaluation of the President and give a report to the Board of Directors.
- G. All materials described above shall be kept in a secured location and are under the control of the 1<sup>st</sup> Vice Chairman and in such form that materials can be passed on annually to the newly elected 1<sup>st</sup> Vice Chairman.

With recommendations from this Committee, the President shall control the hiring and firing of the Association personnel and setting of staff salaries within established salary budget guidelines and establish salary levels with corresponding pay ranges.

## Finance

The Treasurer has the responsibility of guaranteeing to the Membership that standard accounting principles are being utilized in the receipt and disbursement of ARVC funds.

This Executive Committee is responsible for all of the accounting of ARVC funds as well as ordering an annual audit or financial review of the ARVC accounts; recommending the annual budget to the Board; recommending the level of annual dues for all categories of members for action by the Board; assuring that the Association has the financial resources necessary for its operations and proactively seeking, evaluating and recommending new sources of funding and any legal problems or questions related to the financial operations of the Association shall be coordinated, ordered and documented by this Committee.

## Communication:

The Executive Committee Liaison assigned to a Voting Area will contact the Board members within that voting area. At that time, the Executive Committee Liaison will discuss which member will call which states. There will be certain Voting Areas where the ExCom Liaison will also make calls when there is only one other person in the Voting Area.

On the 3<sup>rd</sup> week of each month, Board members will make direct contact to both the state executives and state presidents within their Voting Area. The results of those contacts should be reported at the end of the 3<sup>rd</sup> week of each month to the member of the Executive Committee assigned to the Voting Area. The ExCom member will then report the results on the monthly ExCom conference call which is held the 4<sup>th</sup> Wednesday of every month. If the ExCom does not hear from the Board member(s) from within their Voting Area by the end of the 3<sup>rd</sup> week, they will contact the Board member to follow-up.

NOTE: If there are any urgent issues, they should be brought to the attention of the ExCom Liaison immediately, so the issue is addressed.

Results of the contacts will be published in the minutes from the Executive Committee meeting and the state or appropriate party will be contacted as soon as reasonably possible, but in no event later than 30 days from the date of the Executive Committee meeting.

## **Historian**

**SERIES 306**

The Immediate Past Chairman shall act as the historian who shall:

1. Record the various major activities of ARVC each year including places of assembly and major programs established;
2. Recording the Officers and Directors each year; and
3. Maintain a record of current addresses of all past officers and directors.

The Historian shall maintain a "history binder" containing the information described above, shall report annually to the Board, and shall pass the history binder along to each designated Historian.

From time to time, a booklet of history shall be prepared so that an on-going record of history is not only recorded for all the members to review, but also for the purpose of providing an on-going historical report to ARVC.

### **Special Committees**

**SERIES 307**

The Chairman shall appoint such special committees as may be deemed necessary or advisable by the Board. He/she shall be an ex-officio member of each committee with the exception of the Nominations and Elections Committee. The duties of the special committees shall be outlined at the time of the appointment, and shall be considered dissolved when their final report(s) have been received and accepted by the Board.

### **Strategic Planning Committee**

**SERIES 308**

#### Strategic Planning

The Strategic Planning Committee shall assure that the leadership of the Association is regularly engaged in a process to maintain an up-to-date strategic plan for ARVC. The ARVC Chairman shall serve as the Chairman of the Strategic Planning Committee. The purpose of the committee shall be to develop and maintain a plan for the orderly growth and development of ARVC.

The plan shall state the mission and objectives of ARVC, its primary program focuses, and a description of how the Association will reach the goals set forth in the plan. The plan shall be reviewed annually by the Committee and modifications shall be subject to approval of the Board of Directors.

In addition to the Board Members appointed to the Committee, three members of the Business Forum shall be appointed by the chairman of that group to serve on the Strategic Planning Committee.

### **Nominations & Elections Committee**

**SERIES 309**

#### Makeup: Seven (7) Members

1. The Immediate Past Chairman of ARVC shall serve as the Chairman of the Nominations and Elections Committee.
2. One representative from each of the six Voting Areas.

#### Selection of the Nominations and Elections Committee:

1. There shall be one member elected for each of the six Voting Areas and for the purpose of this Committee, all Board Members are considered as a member from their appropriate Voting Area.

2. Any Board Member wishing to serve on the Nominations and Elections Committee may place their name for consideration before the Board in writing by noon on the Wednesday prior to the last board meeting of the year.
3. The members of the Nominations and Elections Committee are elected for one year at the first meeting of the new Board during the last board meeting of the year
4. The Board shall elect the members of the Nominations and Elections Committee from the list of candidates provided. In the event that there is more than one candidate from a region, the procedures for election of officers shall be followed.
5. Should there be no volunteers from a Voting Area; the Executive Committee will have the option of appointing someone from that Voting Area to serve on the committee.

The committee shall:

- a) Find the most diverse and qualified representatives from across the country to help ARVC achieve its Core Purpose; "To advance the RV park and campground sector of the outdoor hospitality industry."
- b) Screen all candidates according to established ARVC criteria.
- c) Refuse submitted candidates not meeting said criteria for Board service.

#### National Officer Nominations

The Nominations and Elections Committee shall present a slate of candidates for each office for consideration by the Board.

#### 1. How the slate is determined:

- a) The slate shall contain the names of up to three (3) candidates for each office. In the event that more than three names are submitted for an office, the committee shall interview each candidate and select three for the ballot.
- b) Individuals seeking office shall submit their intent in writing to the Chairman of the Nominations and Elections Committee prior to the end of the first board meeting of the Fall. The notice of intent shall include the office being sought.
- c) The names of all eligible Board Members indicating a desire to run for election shall be included on the ballot, subject to "a" above.
- d) An individual name may appear on the slate for only one office.
- e) The committee chairman shall present to the National Chairman the slate of candidates for office by the end of the first board meeting of the Fall.

#### 2. The Process for Nominating Additional Candidates:

During the election at the Board meeting, any member of the Board may nominate any other eligible board member for any officer position. Such a nomination requires a second and the concurrence of the nominated board member of his/her willingness to serve.

Candidates nominated under this process shall be added to the names presented to the Board for election, even if this results in more than three candidates for a specific office.

The order of elections shall be Chairman, Vice Chairman, Treasurer and Secretary. Candidates not elected may run for the next available office upon a duly executed nomination as described in Section 1 above.

Method of Balloting:

A secret ballot shall be cast for each office. Members of the Nominations & Elections Committee not involved in the election shall count the ballots.

The officer shall be determined when a candidate has received a majority of the votes cast in the election. If no candidate receives a majority, the name of the candidate receiving the fewest votes shall be dropped from the ballot and the votes recast until one individual receives a majority of the votes being cast.

All Board members are entitled to cast a vote.

The Chairman of the Nominations and Elections Committee shall chair the Board meeting during the election process.

In all matters pertaining to the nomination and election of members of the Board and Officers of the Association, the Nominations & Elections Handbook shall be strictly adhered to. The Bylaws shall take precedence over Series 309 and the Nominations & Elections Handbook.

## **COMMUNITY, STATE, AND NATIONAL RELATIONS**

**SERIES 400**

- 400 Communications
- 401 ARVC-Sponsored Information
- 402 Coverage of Board Meetings
- 403 Responsibility of the Board
- 404 National & State Associations
- 405 Relations Between Area, State, Regional, and National Associations
- 406 ARVC/State Partnership Guidelines
- 407 Use of ARVC Facilities: Owned or Rented

### **Communications**

**SERIES 400**

It is the desire of the Board that two-way channels of communication be kept open at all times between ARVC and elements of the Outdoor Hospitality Industry other agencies, organizations, and governmental bodies.

### **ARVC-Sponsored Information**

**SERIES 401**

Materials and news copy for the Association will be developed in the ARVC Corporate Office and carry the approval of the President.

### **Coverage of Board Meetings**

**SERIES 402**

Meeting announcements, agendas, summaries of the minutes for each meeting, and other related supporting documents will be furnished to legitimate news media upon request. The Chairman, President, and others as may be necessary will be available for interview by press representatives. In dealing with the press, the interviews will be frank and open, recognizing the privilege of the press to publish newsworthy information.

### **Responsibility of the Board**

**SERIES 403**

Members of the Board, individually and collectively, recognize and welcome their responsibilities for listening to comments and suggestions from the members of ARVC.

Individual Board Members will refer compliments, suggestions, and constructive criticism about operational matters directly to the Chairman for appropriate consideration and action.

No individual Board Member will speak for, or in the name of, the total Board or ARVC.

## **National and State Associations**

**SERIES 404**

The State Associations and other affiliates (for example, Cooperating State Associations and Supplier Council) in our Association are viewed by the Board as sincerely interested in and staunch supporters of RVing and camping.

The Board supports the following philosophy: Associations should.

1. Promote the welfare of RVers and campers in all endeavors.
2. Raise the standards of the RV/camping experience.
3. Secure adequate laws for the care and protection of RVers and campers and the reasonable care and operation of commercial RV parks and campgrounds.

## **Relations Between Area, State, Regional And National Associations and ARVC**

**SERIES 405**

Membership in recognized Associations that help to promote the ideals of RVing and camping will be encouraged for several reasons, including:

1. The educational benefits to the ARVC staff and Board which come from participation in meetings and conferences. .
2. Access to the communication media of such associations, such as newsletters, periodicals, and advisory services.
3. Representation in actions affecting RVing and camping in general and the Association in particular.
4. ARVC'S main emphasis is to address national issues, regulatory issues and legislation. However, when requested, ARVC has and will continue to assist states and members on matters relative to state and local legislation and regulatory issues utilizing the resources available to ARVC.

The Board in maintaining such membership in no way abdicates its authority over and responsibility to ARVC.

The President is authorized to budget funds for such memberships.

## **ARVC/State Partnership Guidelines**

**SERIES 406**

### **Guidelines for a Mutually Beneficial Relationship in Serving our RV Park and Campground Membership**

#### **ARVC's Role:**

1. Promote the RV Park and Campground Industry at a national level through:

- An active PR program and by providing a national website such as Go Camping America to promote our industry
  - Work with industry coalition partners to maintain a healthy relationship with RVDA, RVIA, ARC and others involved in the Outdoor Hospitality industry
2. Have an ARVC representative at a state meeting once a year:
    - ARVC pays cost of transportation and expenses above the cost of one registration and one hotel room for length of stay during the meeting
    - If ARVC representative has the ability, conduct seminar for attendees
  3. Put together two to three seminars each year that can be utilized by the states. The seminar would include a PowerPoint presentation and handouts.
  4. Offer first-class public affairs and lobbying efforts on a national basis to protect the interests of our members.
  5. Handle administration of Certified Park Operator program and certification process.
  6. Offer valuable member service benefits that are not duplicated by the states.
  7. Provide information from ARVC on at least a quarterly basis to include:
    - Direct Line
    - Industry Promotion material
  8. Provide brochure promoting the benefits of ARVC for states' membership drives.
  9. Work cooperatively to develop membership drives (if state desires). Provide new member incentives to join.
  10. Develop a speaker's pool and provide names, cost and expertise of speaker to states so that state can contract with speaker.
  11. Discount on national conference and expo registration fees only, based on hard costs to ARVC for State Executive or an acting administrative representative to attend national conference and expo.
  12. Maintain a Legal Defense Fund:
    - Promote contributions via the Chairman's Club and provide guidelines for disbursement.
  13. Work with State Association leaders when State legislation and regulations restrict the normally accepted business operations of Campgrounds/RV parks.

**State's Role:**

1. Collect ARVC dues in return for an "administrative and promotion fee" of 10% in the case of Cooperating State Associations and 20% in the case of Affiliated State Associations. Along with payment of this fee to the states, by ARVC, comes the expectation that

the state will promote ARVC membership benefits to its members:

- In all printed material;
  - "In partnership with ARVC" will be noted on all state websites & the ARVC logo will be displayed on the state website home page with a direct link to the GCA website home page;
  - The state will provide to ARVC's Membership Services Director up-to-date contact information each year on its members in the form of a completed Membership Profile form.
2. Use of the ARVC logo in dues solicitation and all promotion materials with words "Affiliate Members of (ARVC logo)". The logo must bear the copyright symbol.
  3. Promotion of the Go Camping America website as an ARVC benefit to members. Educate members on the importance of updating their park profile on the GCA website. Provide links from the state website to the page on the GCA site or the arvc.org website to update the info (updates can be done on either the GCA site or the [www.arvc.org](http://www.arvc.org) website). To consumers, promote GCA in state directories and on state websites with a link to the [www.GoCampingAmerica.com](http://www.GoCampingAmerica.com) website.
  4. Promote contributions from the membership to the Industry Promotion Fund which includes support of the Go RVing national advertising campaign, promotion of the Go Camping America website and a national public relations program promoting RV parks and campgrounds and the variety of accommodations available. When/if state associations donate funds to said campaign it is understood that the leads they receive for that donation are only to be used by the state association and are not to be shared with the membership at large.
  5. Participation at State Meetings/Trade Shows:
    - Provide six month's notice on state meeting dates; a year would be preferable
    - Ensure that any scheduled participation at state meetings be limited to no more than two consecutive days
    - Give ARVC time on the program (maximum 15 - 20 minutes) when all delegates are in attendance
    - Provide tradeshow booth space in a well- traveled location to encourage interaction with membership
    - Provide registration and room and board for one individual representing ARVC at the state meeting.
  6. Work to have Model Code adopted at local and state levels of government.
  7. Comply with the requirements of the Certified Park Operator (CPO) program when offering CPO courses to your members.
  8. Participation is encouraged at the national conference and Expo each year through your Council of Delegates representative.
  9. When members join after January 1st date, dues will be prorated on a quarterly basis.

We recognize that certain activities are best undertaken on the state level and others are more efficiently conducted for the benefit of the membership on the national level. We pledge to work cooperatively to assure that the members' interests are always the primary consideration.

#### **USE OF ARVC FACILITIES: OWNED OR RENTED**

**SERIES 407**

The following types of activities will be prohibited:

1. Activities which are discriminatory in the legal sense.
2. Fund-raising campaigns except as permitted by Board policy or special action of the Board.
3. Promulgating any theory or doctrine subversive to the laws of the United States.
4. Any activity or action which would damage the image and good will of the Association.
5. Any activity or action which is violation of local, state or federal laws.

The President is authorized to set fees for the use of facilities, approve and arrange for scheduling the use of ARVC's facilities - owned or rented - by applicants satisfying the above limitations. Right is reserved by the Board to revoke any such permit, without liability, should such action be deemed necessary or desirable.

Applicants will be required to submit a statement declaring that to the best of their knowledge the projected use is legal and submit appropriate certificate of insurance and all local permits.

## **AFFILIATE AND ASSOCIATE ASSOCIATIONS**

**SERIES 500**

- 500 State Associations
- 501 Regional Associations
- 502 Multiple Associations Policy
- 503 Use of the ARVC Logo by Affiliated & Cooperating State Associations
- 504 Election/Appointment of Council of Delegates

## **STATE ASSOCIATIONS**

**SERIES 500**

It is the responsibility of the ARVC Board to establish and apply criteria for affiliation of state associations.

Affiliated and Cooperating State Association RV Parks and campgrounds that are enrolled as Members of ARVC are entitled to participate in activities and enjoy all the benefits of belonging to ARVC.

For the purpose of assuring stability for financial and program planning, state associations become affiliated with ARVC as a state affiliate or cooperating association on a continuous basis, subject to the terms and conditions of Article V, State Affiliation of the ARVC Bylaws.

Affiliated and Cooperating State Association status is a progressive status allowing states to align themselves with ARVC. The reversal of this progressive status by a recognized State Association is not an option.

Affiliated and Cooperating State Associations are independent organizations for tax and business purposes.

For a State Association to be recognized by ARVC, it is required to have at least five (5) RV parks or campgrounds as voting members.

## **MULTI-STATE ASSOCIATIONS**

**SERIES 501**

When State Association leaders recognize closely related marketing and/or operational problems, they may wish to organize as business or professional associations in accordance with the laws of their locale. A Region is self-governing, determines its own policies, practices and financial affairs.

When State leaders find that it would be beneficial to their membership to form a Regional Association, they are encouraged to do so. Such associations, when organized and operated under local and federal laws governing their operations, may be recognized by ARVC. Should a region wish to present a resolution to ARVC, it may do so by having a member State Association sponsor the Region's resolution.

## **MULTIPLE ASSOCIATIONS**

**SERIES 502**

ARVC subscribes to the principle that multiple associations serving the same constituency and purposes, on the national or state levels, are duplicative, confusing to the government, the public and the industry, and are counter-productive to effective and efficient industry representation and activity. ARVC will work with all parties to promote this principle and will seek to bring about unification of similar interests and eliminate unnecessary duplication and competition.

## **USE OF THE ARVC LOGO**

**SERIES 503**

Affiliated and Cooperating State Associations shall use the ARVC logo in accordance with the ARVC/State Partnership Guidelines (Series 406).

## **ELECTION/APPOINTMENT OF COUNCIL OF DELEGATES**

**SERIES 504**

The Board of ARVC strongly recommends the following to Affiliated State Associations and Cooperating State Associations:

1. As part of its annual election of state officers, each Affiliated State Association should elect two representatives to the Council of Delegates; a Cooperating State Association should elect one representative to the Council of Delegates.
2. Representatives should be elected for staggered two-year terms.
3. State associations should provide appropriate stipends and expense reimbursement to each representative sufficient to cover expenses associated with their responsibilities to assure that the views, issues and concerns of all state associations are represented and considered annually at Council meetings.

## VOTING AREAS

**SERIES 600**

(Series created by Board action, October 31, 1988)

(Series amended by Board action, April 1998)

1. Representatives to the ARVC Board of Directors are elected from six Voting Areas, which are identified as follows:

Voting Area 1 - CT, MA, ME, NH, RI, VT

Voting Area 2 - DE, MD, NJ, NY, PA, VA, WV

Voting Area 3 - IL, IN, KY, MI, MN, OH, WI

Voting Area 4 - AL, FL, GA, MS, NC, SC, TN

Voting Area 5 - AR, CO, IA, KS, LA, MO, ND, NE, NM, OK, SD, TX

Voting Area 6 - AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY

2. Each voting area is allotted a fixed number of representatives in accordance with Article IX, Section 2 (A) 1, of the Bylaws.

701 Selection of Member Benefit Programs

702 Legal Defense Fund

**SELECTION OF MEMBER BENEFIT PROGRAMS****SERIES 701**

ARVC should pursue companies interested in providing special member benefit programs because they enable the association to better serve, attract and retain membership. A secondary reason for these programs is to produce revenue that subsidizes other non-revenue producing association programs.

ARVC has certain responsibilities to the membership related to these member benefit programs including, but not limited to, research, evaluation and administration of any member benefit program to assure it meets a high level of acceptance and provides the membership with an actual benefit.

To carry out these responsibilities, the following has been approved by the Board of Directors:

The Membership Committee will work with Staff to identify member benefit programs. Once programs are established by Staff per the specifications below, the Committee will evaluate the programs annually.

- a) A member benefit program is intended to improve the competitive environment by offering members an alternative to what is available in the marketplace and a standard of comparison to use in making and buying decisions. A member benefit program is also intended to harness the association's collective strength to secure terms and/or conditions for members that would otherwise not be available.
- b) Criteria are essential for considering all types of products and services. A member benefit product or service should:
  - Have broad based appeal to members
  - Satisfy recognized needs of members
  - Provide members with a benefit that would otherwise be limited
  - Be of such quality that the offering could attract and retain members
  - Contain features unique to our members, or marketed only to our members
  - Provide quality and value
  - Not be required to produce revenue to the association
  - Provider agrees to a non-exclusive agreement/contract with ARVC
- c) Designations such as "official", "preferred" and "exclusive" which imply an endorsement by ARVC in verbal and/or written form shall not be used unless contractually agreed upon as defined below:
  - The criteria for "official provider" status is a company with a minimum of five (5) years in business and three (3) years of providing the service and/or product that would be offered to the members of the campground/RV park industry. A minimum \$25,000 annual revenue stream to ARVC is required for this classification of provider. The terms "official" or "preferred" shall be used only

when above criteria are met. ARVC retains the ability at all times to consider competitive proposals and no providers have exclusive agreements.

- d) There shall be open competition among potential vendors of the proposed product or service. ARVC will not be responsible for soliciting like companies to see if they can get a better deal. It is felt that a company having a special program for members has taken their own initiative in proposing such a program to ARVC and it would be unfair of ARVC to solicit like vendors knowing the program proposed by the vendor.
- e) The process of investigating companies whose products/services are under consideration shall be performed by Staff as follows:
  - Contact other organizations utilizing the product or service to determine their satisfaction with the proposed product or service and the company providing the product or service
  - Obtain and review financial statements from the company. If the company is privately held, obtain information on the owners and officers. (Basically just trying to determine if the company is financially viable)
  - Obtain and review Dun & Bradstreet or similar reports (such as a credit report or Better Business Bureau report) on the company
  - Obtain a complete written proposal from the company regarding the details of the product or service, as well as copies of applicable rates, schedules, promotional materials, etc.
  - Determine, as best as possible, if there are any regulatory concerns with the company or the proposed product/service by contacting the appropriate regulatory agency
  - Ascertain whether the proposed service delivery system and marketing plan adequately meet association service needs
  - Determine whether the provider is working with, or servicing a competing organization
  - Have written contracts/agreements reviewed by Legal Counsel
- f) The following general points must be addressed in the contract/agreement:
  - Hold harmless clause
  - Non-exclusivity clause
  - Out/default clause
  - Any litigation that might result from a dispute must be covered under the jurisdiction of the laws of the state of Colorado
  - Length of contract/agreement shall be for an initial term of no more than three (3) years with renewal for up to three (3) additional years
  - Details of the offer
  - Payment schedule to ARVC is applicable
  - A marketing outline

**Mission:** The ARVC Legal Defense Fund is established to provide legal defense and financial support to pursue and/or protect the industry from legal and/or legislative issues on the state, local and federal level deemed of significant national importance to the industry consistent with the mission of the National Association of RV Parks & Campgrounds (ARVC).

**Scope:** Issues for consideration in determining any support or the degree of support from the fund shall be evaluated as follows:

1. The scope or importance of the issue on the local, state or national level
2. The estimated total cost to pursue the issue
3. Probability of success
4. Precedent potential of issue
5. Degree of local/state industry support for the issue
6. Legal Defense Fund support is available only to members of ARVC
7. Level of financial participation or commitment by the applicant(s)
8. Will participation in this issue preserve or advance the interests and integrity of the industry?

Process/Criteria:

1. In the event the request for support is made by an individual operator, the state association shall be contacted first.
2. The state association submits the proposed application for support and includes its recommendation and rationale to the Public Affairs Committee. The application should include information on the urgency of the request, the need, and a statement explaining the national (or state) importance of this issue.
3. The Public Affairs Committee and Staff reviews applications and support materials.
4. The Committee may interview the applicant and state association to determine:
  - a) the level of involvement/support of the state association
  - b) what actions have been taken to date and what further actions are expected.
5. The Committee recommends support/non-support to ARVC's Executive Committee and/or Board. A full Board decision is preferable but depends on the timing of the issue and the request for assistance.
6. The state association or applicant is to furnish reports to the committee to keep ARVC apprised of how the funds have been used and how the issue is progressing.
7. In the event a request for support from the Legal Defense Fund comes from an individual within an affiliated state, the state association shall be contacted first, prior to ARVC considering the request. When a request is made by a member in a non-affiliated state, an ARVC Board member for the Voting Area should be contacted first. The Board member will then present the request to the committee for consideration.
8. In the event that the applicant recovers expenses as a result of legal actions or otherwise, the applicant agrees to reimburse the LDF for the funds it has provided.

On issues of national importance, requests for support may be made directly to the committee.