



CODE OF CONDUCT AND ETHICS

Personal and Professional Standards of Conduct for Elizabeth City – Pasquotank County Tourism Development Authority Board Members

Adopted the 25th day of July, 2019

Visit Elizabeth City's duties, mission and vision can only be realized through a common code of conduct and ethics upheld by all members of the Board of Directors. Directors are to dedicate themselves to carrying out the duties, mission and vision of the Authority.

As a member of the Board of Directors of the Elizabeth City – Pasquotank County Tourism Development Authority, I will:

1. Recognize that the chief function of the Authority at all times is to serve the best interest of the City and County's travel and tourism industry.
2. Accept as a personal duty the responsibility to keep up to date on emerging issues and to conduct ourselves with professional competence, fairness, impartiality, efficiency and effectiveness.
3. Respect the structure and responsibilities of the Authority, providing facts and advice as a basis for policy making decisions, and upholding and implementing policies adopted by the Board.
4. Demonstrate the highest standards of personal integrity, truthfulness, honesty, and fortitude in all our activities in order to inspire confidence and trust in our activities.
5. Conduct or participate in the Authority's meetings and organizational and operational duties with positive leadership exemplified by open communication, creativity, dedication and compassion.
6. Represent the interests of all constituents served by the Authority and not favor special interests inside or outside of this organization.
7. Not use my service on this Board for my own personal gain or for the advantage of my family, friends or supporters.
8. Keep confidential information confidential.
9. Approach all Board issues with an open mind prepared to make the best decisions for everyone involved.
10. Do nothing to violate the trust of those who appointed me to the Board or of those we serve.
11. Focus my efforts on the duties, mission and vision of the Elizabeth City – Pasquotank County Tourism Development Authority DBA Visit Elizabeth City and not my own personal goals.

12. Never exercise authority as a Board member except when acting in a meeting with the full Board or as I am delegated by the Board.
13. Do my best to attend all Board meetings and Committee meetings.
14. Actively encourage diversity of thought and background through the inclusion of qualified people from diverse backgrounds including ethnic or racial minorities, women, and refuse to engage in or sanction discrimination on the basis of race, gender, age, religion, sexual orientation or disability.
15. Refrain from making negative comments about the decisions made by the Board even when I personally disagree with those decisions.
16. Comply with the Authority's Conflict of Interest Policy.

As the official destination organization for Elizabeth City and Pasquotank County, it is the Authority's policy to carefully observe all applicable laws and regulations, as well as hold a scrupulous regard for the highest standards of conduct and personal integrity.

Authority Directors should not use their positions to obtain services or expertise from Authority Staff except where the service or expertise is provided solely to advance the Authority.

In general, the use of good judgement based on high ethical principles will guide Authority Directors with respect to proper conduct. However, if a situation arises where it is difficult to determine the proper course of conduct, or where questions arise concerning the propriety of certain conduct by an individual or others, the matter should be brought immediately to the attention of the Executive Director or Chair of the Authority.

Substantive deviations of this Personal and Professional Standards of Conduct are to be reported directly to the Chair or the Executive Director of the Authority who shall, in his/her determination, bring the infraction to the Board for further discussion.

Acknowledgment

I have read and understand Visit Elizabeth City's Board of Directors Code of Conduct and Ethics.

Name Printed

Signature

Date