



MISSION

The mission of the
Clear Creek Nature & Cultural Tourism Council
is to promote a high quality of life and
sustainable economic development through
nature and cultural tourism in the
Clear Creek Watershed
for balanced educational, economic,
recreational, and conservation benefits.

Clear Creek Nature &
Cultural Tourism Council
502 Orleans
League City, Texas 77573
Ccncct@hotmail.com



Board

Jack Amuny	Marilyn Jankowski
Harless Benthul	Deborah January-Bevers
John Browning	Judy Kimball
Joanne Burch	Karla Klay
John Collins	Ava Lundsford
Rhonda Cyrus	Mel Measeles
Bob Douglas	Katherine Miller
Laura Ewing	Dori Nelson
Mike Flory	Bob Randall
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Marie Garrett	Robin Riley
Don Gartman	Joanna Sharp
Mike Giangrosso	Pam Summers
Charles Gioelli	John Tully
Dennis Harris	Rex Ward
Helen Hodges	John Warnement
Ellen Hutto	

Executive Committee Officers

Chair	Joanna Sharp
Vice Chair/Development	Dori Nelson
Vice Chair/Programs	Helen Hodges
Treasurer	Mel Measeles
Secretary	Laura Ewing
At Large Members	Jack Amuny
	John Browning
	Mike Flory

Committees

Development Chair	Dori Nelson
Co-chair	Ellen Hutto
Program Chair	Helen Hodges
Co-chair	Judy Kimball
Budget and Finance Chair	Mel Measeles
Marketing Chair	Jack Amuny

Goals

The goals of the Clear Creek Nature & Cultural Tourism Council will be to:

- (a) preserve, cultivate,
- (b) promote awareness of, and
- (c) serve as an information clearinghouse

for the unique nature and cultural tourism resources, programs and opportunities in the Clear Creek watershed.

Activities

- (1) Develop and maintain an inventory of resources in the Clear Creek watershed that identify it as a nature and cultural tourism destination.
- (2) Promote awareness of these opportunities through marketing techniques, such as brochures, websites, magazine, and news articles, etc.
- (3) Cultivate collaborative efforts among providers (public and private) to access and market the resources and opportunities throughout the Clear Creek watershed destination.
- (4) Identify opportunities for events to focus attention on the destination and its resources and/or to cultivate and train communities and providers.
- (5) Develop, maintain, and publicize data and information on economic benefits to the region from nature and cultural tourism.
- (6) Identify places and programs that could be protected/restored/enhanced to maintain/enhance the natural and cultural resource base for the tourism industry, and work with citizens, schools, and other groups to implement these projects.

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"Imagine yearly revenue of \$100 million that accounts for 2000 jobs. You might be thinking of a new mall, or perhaps a manufacturer, but guess again. It is an industry called tourism! Tourism is the world's largest industry and the third largest industry in Texas. Nature tourism is one of the fastest growing sectors of tourism."
League City Resident

Clear Creek Nature & Cultural Tourism Council

First Annual Board of Directors Meeting

Agenda August 31, 2005

South Shore Harbour Resort and Conference Center

6:30 Registration and Refreshments

7:00 Welcome and Introductions by Linda Shead

7:10 The Clear Creek Nature & Cultural Tourism Council, a PowerPoint Presentation by the CCNCTC Steering Committee

7:40 Business Meeting

- Introduction of Incorporating Board by Linda Shead
- Call to Order by Chair Joanna Sharp
- Nomination and Election of Officers and Board of Directors by the Incorporating Board

8:00 Introduction of Keynote Speaker, Shelly Plante, by Helen Hodges

Presentation:

"Nature Tourism Nets Economic Gain" by Shelly Plante, Nature Tourism Coordinator, Texas Parks & Wildlife

Questions and Answers

8:45 Announcements, Concluding Remarks, and Adjournment by Joanna Sharp

Shelly Plante

Shelly Plante has worked in the nature tourism field for close to nine years.

She received her B.A. from the University of Texas at Austin, and, after graduation, developed an education trunk of materials for children learning about birds and habitat conservation in the Trans-Pecos region for Texas Partners in Flight. This was followed by a summer in Rancho Nuevo, Mexico, collecting data at the main nesting site of the endangered Kemp’s Ridley sea turtle as an employee of Gladys Porter Zoo. Plante then returned to Austin to accept the position of Tournament Coordinator for the Great Texas Birding Classic, a position that she held for six years.

Shelly is now the Nature Tourism Coordinator for Texas Parks and Wildlife, where she works with private landowners on income diversification options through nature tourism, develops wildlife viewing trail maps, and works with local communities on increasing nature tourism opportunities for their areas.

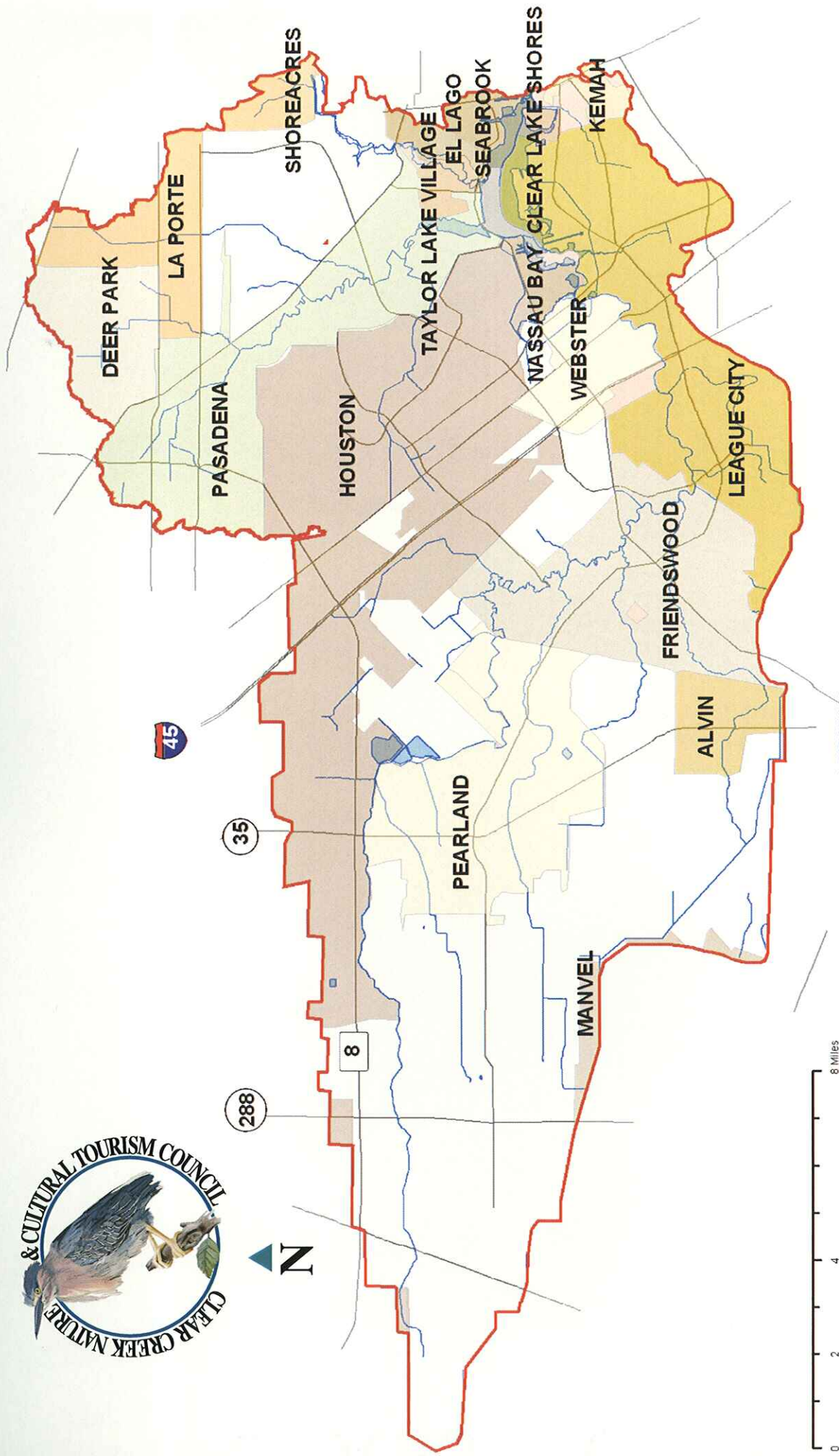
At present, Plante resides in Austin, Texas and is pursuing a Master of Applied Geography degree at Texas State University in Geography-Resource and Environmental Studies with a focus on Nature and Heritage Tourism, while continuing to serve as Nature Tourism Coordinator.

Sponsors

Cyrospace Technologies
Haak Vineyards and Winery
Kerry Gilbert and Associates
City of League City
Pearland Economic Development Corporation
South Shore Harbour Resort and Conference Center
South Shore Harbour Development Company
Tuscan Lakes Development Company
Jack Amuny - Art City

CLEAR CREEK NATURE & CULTURAL TOURISM COUNCIL

CLEAR CREEK WATERSHED - CITY LIMITS



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RESPONSIBILITIES & POWERS OF THE BOARD OF DIRECTORS

Clear Creek Nature & Cultural Tourism Council

Board member expectation is that each member will attend a majority of the Board meetings and come fully prepared to discuss matters on the agenda, and actively engage in Board meeting dialog.

Provide fiduciary governance for Clear Creek Nature & Cultural Tourism Council (CCNCTC) and establish policies for administering CCNCTC and its programs.

Ensure the organization has adequate resources to meet its purpose and fulfill its strategic plan and mission.

Plan, approve and secure funding for the annual budget, while making provisions to achieve CCNCTC's strategic growth plans in a timely manner.

Fund Raising: It is the Board of Directors that has the direct accountability for raising the funding for this nonprofit organization. All board members are encouraged to work on the annual giving campaign and to solicit funds from the community. At the time of the campaign the chairperson of the campaign will announce the targeted amount each board member is requested to raise.

In addition to meetings, CCNCTC holds several special events during the year designed to help raise awareness of CCNCTC in the community, to raise funds for its programs and growth.

Understand and interpret CCNCTC's mission to organizations you belong to and community at large, be an advocate for CCNCTC.

Evaluate Board performance annually.

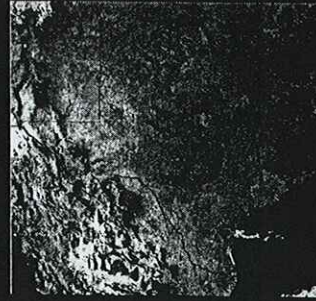
Serve on one of the working committee(s) of the Board which best matches your talents, areas of interest, or professional experience or expertise. Attend the committee meetings.

Each Board member is expected to actively serve on at least one of the standing committees, and is encouraged to serve on more than one.

Presented August 31, 2005
South Shore Harbor Conference Center

Nature Tourism Development: Clear Creek Nature and Cultural Tourism Council

Shelly Plante
Wildlife Science, Research and
Diversity Program
Texas Parks and Wildlife



"It is, by common consent, a good thing
for people to get back to nature."

Aldo Leopold

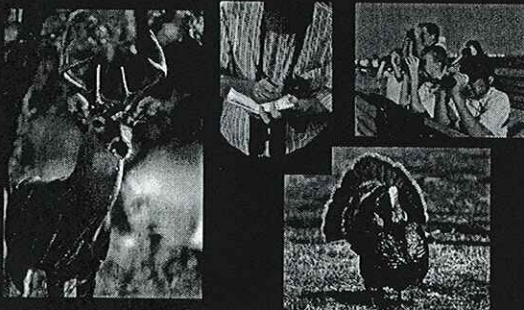
What is Nature Tourism?

- Texas Nature Tourism Task Force's definition was developed in 1995:
 - "Discretionary travel to natural areas that conserves the environmental, social and cultural values while generating an economic benefit to the local community"
- Tourism based on an area's natural attractions (wildlife viewing, hunting, fishing, photography, visiting parks)

Goals of Nature Tourism

- Promote habitat conservation
- Promote sustainable economic development
- Build broad-based public support for wildlife conservation programs
- Provide additional recreational opportunities to the public

Nature Tourism in Texas Recreational Opportunity ~ Appreciation ~ Conservation



Nature Tourism is Experiential

A good experience involves:

- Rural landscapes
- Communities with a "sense of place"
- Clean lodging and good food
- Pleasant surroundings in a rural location or community
- Interesting stories, places, people

Who Are Nature Tourists?

- Gender balanced
- Average age 60
- College-educated
- Traveling with spouse or friend
- Income greater than \$60,000

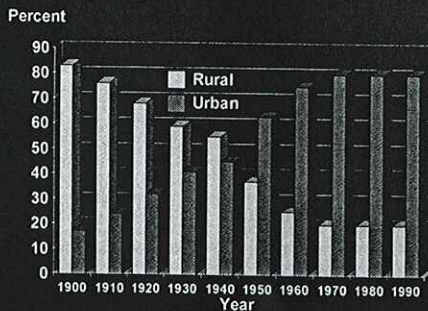


Autism in Texas 1999 TPA Contract No. 44-467 Ted Eubanks and John Stall

Another factor to consider:

The population of Texas has been undergoing drastic changes in recent decades.

Rural to Urban Shift



What do these trends mean?

- People are seeking to reconnect with nature.
- They enjoy rural areas and seeing wildlife.
- They want to escape from the city.

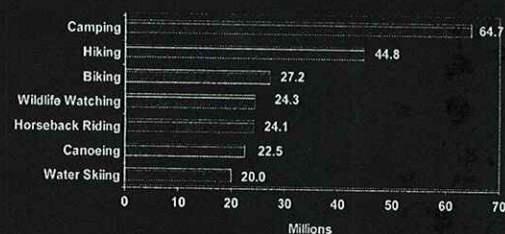


Wildlife-Associated Recreation in Texas

- Fishing
 - \$2.0 billion in expenditures
 - 2.4 million anglers
- Hunting
 - \$1.5 billion in expenditures
 - 1.2 million hunters
- Wildlife Watching
 - \$1.3 billion in expenditures
 - 3.2 million participants
 - 2.3 million birdwatchers

National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, USFWS 2001

What Activities Interest People? Examples of Nature Tourism Activities (On Trips in Last 5 Years)



Source: Travel Industry Association of America

Trends in Texas Travel and Tourism

- In 2003, travel and tourism contributed \$41.2 billion to the Texas economy
- The travel and tourism industry employed 477,000 Texans in 2003
- Texas only ranks behind California and Florida in travel and tourism related income from U.S. travelers

Office of the Governor's Economic Development and Tourism Division; www.travel.state.tx.us

Nature Tourism in Texas:

Increased Opportunities in Travel and Tourism



What Does Texas have to offer?

- Diversity of Resources
- Diversity of People and Activities



Wallisville Reservoir
UTC #043



A wide variety of sites, activities and...



HAS Bolivar Flats Shorebird Sanctuary –
UTC #058



Great Blue Heron



Prothonotary Warbler



... beautiful birds make for great tourist destinations!

Summer Tanager



Black-necked Stilt



Least Bittern

Top 12 Birding Sites in North America



Wildlife Watching is Big Business!

- High Island, TX: \$2.5 million spent to see songbirds
- Rockport, TX: \$1.2 million spent on Whooping Crane tours
- Rockport, Tx: Non-residents spent approximately \$1.2 million at the Hummer/Bird Celebration
- Aransas NWR
 - between 75-100,000 visitors/year providing a \$5 million boost to the local economy

What does all of this mean?

Nature tourism is a great enterprise for the State of Texas!

6 Simple steps for enhancing nature and heritage tourism opportunities in your area

Step 1: Define Your Region

- Determine the area of your region
 - Which communities and private businesses will be involved (*all communities and appropriate businesses along Clear Creek*)
 - What will you call yourselves (*Clear Creek Nature and Cultural Tourism Council?*)

Step 2: Develop Regional Mentality and Game Plan

- Prepare to market yourselves as a region!
 - You can do more together than separately
 - Your money and outreach will go farther
 - Determine funding sources for marketing effort (dues structure, sliding scale dues, outreach goals annually, etc.)

Step 3: Brochures and Trails

- Build your collateral materials
- Create Nature and Cultural sites list:
 - Catalog all nature and heritage tourism destinations for your region/cities
 - start with existing Heritage and Birding Trail sites
 - add in all of the smaller local gems that would be appropriate
 - add any historical markers in the area that might be of interest as well

Step 3 continued:

- Map these destinations on your county maps (regional map)
- See where the natural clusters occur and organize the sites into loops accordingly if possible
- Create brochure and website using the destination information gathered, and add in written directions (if needed) and a short written description of each site. Feel free to put in pull out anecdotes about any history of the area that you think would be interesting.

Step 4: Web Sites – Don't Re-invent the Wheel!

- Research examples from other regional groups' web sites for design ideas:
 - Rio Grande Valley nature tourism: <http://southtexasnature.com/>
 - Texas Prairies RiversRegion (Panhandle): <http://www.texasprairierivers.com/>
 - South Texas Ranches: <http://www.southtexasheritagetrail.com/>
 - Coastal Bend Regional Tourism Council: <http://www.txcoastalbend.org/>
 - Rio Grande Valley Bed and Breakfasts: <http://www.rgv-bedandbreakfast.com/>

Step 4 continued:

- Individual communities and businesses should also highlight nature/cultural tourism on their own website and in their literature
- Research examples in other communities:
 - Port Aransas, Texas: <http://www.portaransas.org/default2.asp>
 - Rockport-Fulton Area Chamber of Commerce: <http://www.rockport-fulton.org/>
 - Alpine, Texas: <http://www.alpinetexas.com/>

Step 5: Branding

- Create a logo for your Council that is easy to recognize and that will be used consistently.
- Consider designating a logo bird/animal to represent your Council and/or each local community.
- You can use the bird/wildflower in individual promotional materials, next to the community names on the regional nature tourism brochure, on the website next to each community's name, etc.

Step 6: Advertising

- Invite urban and outdoor travel writers to visit your sites as a sort of FAM tour. If possible:
 - Give them free lodging at one of the businesses on your trail or with one of your business partners
 - Take them to dinner and lunch at local restaurants in the counties
 - Show them your wonderful nature and heritage sites (with appropriate guides to enhance their trip)
- Hopefully they write a great story and give you guys the publicity that will get people visiting your new website and visiting your towns!
- Possible writers: Houston paper or Texas Highways Magazine, others?

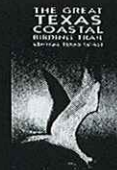
Ready, Set, Go!

- Set Reasonable Goals
- Use existing tools while you're getting your own materials started
- Work together, work together, work together
- Always keep an eye out for new ways to promote your area!

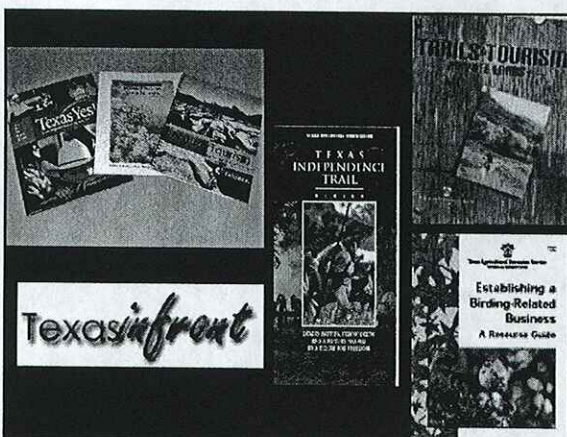
Tools to work with...

- Great Texas Wildlife Trail maps
- Texas Historical Commission: Independence Trail
- TCE books
- TPWD books and resources
- Texas Department of Agriculture Resources
- Texas Nature Tourism Council (TTIA)
- More?

Great
Texas
Coastal
Birding
Trail Maps



Great
Texas
Wildlife
Trail Maps



References

• TPWD's Nature Tourism site:
www.tpwd.state.tx.us/landwater/land/programs/tourism/

Texas Cooperative Extension Bookstore:
<http://tcebookstore.org>

• Texas Nature Tourism Council:
<http://www.ttia.org/tntc/>

Shelly Plante
Texas Parks and Wildlife Department
512-389-4500
shelly.plante@tpwd.state.tx.us

Community Development Resources Nature/Heritage Tourism

TPWD Contact:

Shelly Plante
Nature Tourism Coordinator
Wildlife Diversity Program
4200 Smith School Road
Austin, Texas 78744
Phone: 512-389-4500
Fax: 512-389-4550
Email: naturetourism@tpwd.state.tx.us

Communities:

- TPWD Grants and Assistance website: <http://www.tpwd.state.tx.us/grants/>
- The 25 Immutable Rules of Successful Tourism book by Roger Brooks and Maury Forman; 55 page color book tells what communities can do to have a successful tourism program:
<http://www.destinationdevelopment.com/books2.htm>
- The Tourism Marketing & Development Handbook; step-by-step instructions on tourism marketing and development – geared primarily to rural communities (coming soon):
<http://www.destinationdevelopment.com/books2.htm>
- How to Organize a Birding or Nature Festival by Nancy Millar; a 32-page guide:
<http://americanbirding.org/festivals/manual.html>
- A Texas Yes! Event Starter Kit by the Texas Department of Agriculture, a 63-page guide to event planning in rural Texas: http://www.texasyes.org/vgn/tda/files/827/3994_starter.pdf
- Texas Yes! Rural Tourism Program from the Texas Department of Agriculture, provides marketing and grant funding opportunities for rural Texas communities: <http://www.texasyes.org/>
- Texas Event Leadership Program (TELP) from Texas Cooperative Extension, Department of Recreation, Park & Tourism Sciences at Texas A&M University in cooperation with Texas Festivals & Events Association and the Texas Association of Fairs & Events; the purpose of this partnership is to support thousands of communities and organizations across Texas that want to put on festivals, fairs, and events for the betterment of their community: <http://www.rpts.tamu.edu/tce/eventinstitute/index.htm>
- TPWD's Making Nature Your Business booklet, available online at <http://www.tpwd.state.tx.us/landwater/land/programs/tourism/> for free or by mail (email naturetourism@tpwd.state.tx.us)
- Informative Nature Tourism site managed by Miles Phillips with the Texas Cooperative Extension at Texas A&M University: <http://agfacts.tamu.edu/~mphilips/>
- Texas Department of Agriculture, Nature Tourism Booklet (available online at http://www.agr.state.tx.us/eco/rural_eco_devo/economic_development/docs/naturetourismbook.pdf)
- Texas InFront; free web listings for nature tourism related businesses and activities in Texas: <http://survey.tamu.edu/texasinfront/>
- Texas Cooperative Extension resources for nature tourism; provides access to numerous e-tools, publications and resources about nature/eco-tourism: http://www.rpts.tamu.edu/tce/nature_tourism/index2.htm
- Providing Positive Wildlife Viewing Experiences by Deborah Richie Oberbillig; practical planning tips on matching viewers with experiences, handling large and small groups of wildlife watchers, and designing viewing blinds, boardwalks, stream profile chambers and discovery trails:
<http://www.watchablewildlife.org/publications/pubpub.htm>
- Everyone's Nature: Accessible Outdoor Facilities and Programs Using Universal Design by Carol Hunter for the Colorado Division of Wildlife; essential guide for maximizing visitor accessibility and enjoyment through universal design at all outdoor recreation facilities and programs: <http://www.watchablewildlife.org/publications/pubpub.htm>

- Wildlife Viewing, A Management Handbook by Michael Manfredo; provides natural resource and recreation professionals with a useful model to help them manage wildlife and wildlife habitat in order to provide sustainable viewing opportunities: <https://secure.watchablewildlife.org/tek9.asp?pg=products&specific=jnppknh8>
- The Business of Eco-Tourism: The Complete Guide to Nature-Based Tourism Operations by Carol Patterson (ISBN#1-879432-25-0, 8 1/2 x 11 inches, softcover, comb-bound, with computer disk, \$24.95); covers such topics as the key elements of sustainable tourism, marketing your products, balancing nature and profit, building important partnerships, understanding business risks, and maintaining your integrity in the ecotourism industry. Includes dozens of helpful charts, checklists, and worksheets (including a sample business plan) - many of which are stored on a 3.5 disk (Windows version), ready for use: <http://www.kalahari-online.com/businessofecotourism.htm>
- Kalahari Management offers an online informative nature tourism newsletter, nature tourism resource list, and more; <http://www.kalahari-online.com/>
- Nature/Eco-tourism related book and video resources: http://www.explorers-guide.com/cat_eco.html.

Helpful Interpretation Resources:

- Ham, Sam. 1992; *Environmental Interpretation: A Practical Guide for People with Big Ideas and Small Budgets*. Golden, Colorado: North American Press.
- Knudson, Douglas, Ted Cable, and Larry Beck. 1995. *Interpretation of Cultural and Natural Resources*. State College, Pennsylvania: Venture Publishing, Inc.
- Regnier, Kathleen, Michael Gross and Ron Zimmerman. 1992. *The Interpreter's Guidebook: Techniques for Programs and Presentations*. Interpreter's Handbook Series. Stevens Point, Wisconsin: UW-SP Foundation Press, Inc., University of Wisconsin, Stevens Point.
- Serrell, Beverly. 1996. *Exhibit Labels: An Interpretive Approach*. Walnut Creek, CA: Altamira Press.
- Tilden, Freeman. 1977. *Interpreting Our Heritage*. 3rd edition. Chapel Hill, NC: The University of North Carolina Press.
- Trapp, Suzanne, Michael Gross, and Ron Zimmerman. 1994. *Signs, Trails, and Wayside Exhibits: Connecting People and Places*. 2nd edition. Interpreter's Handbook Series. Stevens Point, WI: UW-SP Foundation Press, Inc.
- Veverka, John A. 1998. *Interpretive Master Planning: The Essential Planning Guide for Interpretive Centers, Parks, Self-Guided Trails, Historic Sites, Zoos, Exhibits & Programs*. Tustin, CA: Acorn Naturalists.
- Zehr, Jeffrey, Michael Gross and Ron Zimmerman. 1991. *Creating Environmental Publications : A Guide to Writing and Designing for Interpreters and Environmental Educators*. Interpreter's Handbook Series. Stevens Point, Wisconsin: UW-SP Foundation Press, Inc., University of Wisconsin, Stevens Point.
- National Association for Interpretation: <http://www.interpnet.com/home.htm>

Nature Tourism Statistics Resources:

- 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation: Texas (USFWS – available online at <http://www.census.gov/prod/2003pubs/01fhw/fhw01-tx.pdf>)
- 2001 National and State Economic Impacts of Wildlife Watching: Addendum to the 2001 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (USFWS – available online at http://library.fws.gov/nat_survey2001_economics.pdf)
- Birding in the United States: A Demographic and Economic Analysis, Addendum to the 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation (USFWS – available online at http://library.fws.gov/nat_survey2001_birding.pdf)
- Avitourism in Texas: Two Studies of Birders in Texas and Their Potential Support for the Proposed World Birding Center (Executive Summary available online at http://www.fermatainc.com/feas_avitourism.html)

Create a Brochure that Sells!

1. The Top Front 1/3 Must "Hook" The Reader.

This is often the only part that shows in a brochure rack. This must be the exiting part

2. How Do Customers Describe You? Use testimonials

3. Make An Emotional Connection. Use text & photos that include people enjoying what you are selling.

4. Now tell them highlights and specifics, price, times, etc.

How much detail is required? Remember the brochure is meant to get them to 1) call 2) attend 3) buy/pay to attend

5. Use Design To Strengthen Your Message:

Use fresh, updated photography which tells a story. Choose a typeface that is distinctive and easy to read against your background color/image. Make sure the size fits the rack.

6. Maps. Maps. MAPS! Where are you!

In the world, state, county, city, etc. Include a map to your site, meeting point etc. Include a reference something they can see from the road.

7. Tell Them How To Get Additional Information:

Phone, email, website, mailing address

8. Create A Complete Package

So it is easy to say yes. Consider where people sleep & eat.

9. Inquiry (flyers, etc intended to get calls for info) & Fulfillment Pieces (intended to complete payment/reservation, what they get when they call in for more info) Must Match in style, information

10. Your text, photos, etc should Sell The Experience!

Sell the enjoyment of riding a boat, Not the ticket, sell the enjoyment of eating a steak, Not the steak itself.

A Guide to effective Promotional Brochures - Questions to ask and answer

Promotional brochures are a basic communications tool for the travel industry. They have been for many years and will continue so for the foreseeable future. Despite this extensive use and the considerable dollars involved, many businesses and organizations are still uncertain about the production and use of such material. This uncertainty can be minimized by asking the right questions at the right time.

The fact that you are reading this pamphlet probably means that you have decided to produce a brochure. It should also mean that you have considered all media possibilities and selected a brochure as the way or one of the ways to effectively reach an identified target audience. If you have not done this analysis, you should do so before continuing. Brochures are relatively inexpensive and many organizations use them for that reason. But if they have no effect, the money to produce and distribute them is still wasted.

Having determined that a brochure is a component in your media mix, there are a series of questions you need to answer to guide you into the production process. Even if you use an advertising agency- which is highly recommended-the answering of these questions will prepare you to work with an agency and should result in a better product. Your advertising agency should be a valuable source of information for answering these questions.

Question I - What kind of tourism environment do I operate in?

The number and type of attractions and support facilities in a given area determine the area's ability to attract and service a particular group of consumers. The supply of travel products in your area establishes the tourism environment in which

you will work. An area of many attractions and support facilities is likely to be fairly well known to the public, so the task of selling your particular product is made easier by that familiarity.

An area of few attractions and support facilities is not likely to be well known, and the sales message has to be more inclusive of the area. Somewhere in this range of familiarity is your area and facility. The better you locate yourself in this range, the better chance of preparing the right sales message for your brochure.

Before starting on your own brochure, you need to look at the number and kinds of brochures that originate in your community and the audiences to which they are addressed. The task of selling your product is made progressively easier as your community is better known as a destination. Most travel businesses do not operate in isolation; they rely on other travel businesses to supply other products the traveler must have. The promotion of your travel business should not occur in isolation either if you expect it to be effective.

Question 2 - What am I selling and who am I selling it to?

The questions "What am I selling?" and "who am I selling it to?" are two aspects of the same idea. Looking at them separately or from these two viewpoints, should help establish a clearer idea of the product involved. Ultimately, the product is what the consumer buys, not what the seller sells. The closer these two perceptions agree, the more likely a sale will be made.

These questions and your responses should be set down in writing. If you cannot articulate these responses, the chances are high that your intended message will not come across in your brochure. You need to determine your "point of difference," the quality or feature that is uniquely yours and sets you apart from all other sellers of similar products. Since brochures are a communications tool, the use of a brochure presumes that you want to communicate something to someone to cause them to do something. The basic purpose of a brochure is to sell your product. The three components of a sale are an opening, a message, and a close. The opening tells who are, the message tells what you want the reader to buy, and the close asks the reader to make a purchase decision. Without all three of these components, your brochure is simply informational, not a sales tool.

You need to specifically identify your target audience. Is your brochure directed to the individual consumer to influence him to choose your facility or service? Is it directed to group travel planners or to travel retailers? Is it directed to meetings planners or convention planners? Each of these target audiences needs a specific set of information. One single brochure cannot do an effective job in selling your product to these different groups of consumers. Unless you select your target audience, your brochure will not speak properly to anyone.

You need to consider what kind of information your target audience needs to know and wants to know from you. Put yourself in the reader's place and consider what features and benefits would appeal to you. Determine why the reader should choose you rather than all the other places available.

Question 3 - What action do I want my brochure to cause?

A brochure is described above as a sales tool, that is, it should cause or help to cause some action on the part of the reader. You need to specify what that action is. These actions would include (1) making a purchase, (2) ordering a product, (3) calling or writing for more information, (4) liking your facility better, (5) liking your area better, (6) learning something significant that involves your facility and/or area, (7) choosing your area as a destination for a period of time, et al.

If you are producing a brochure on behalf of one or more attractions or facilities, you need to go through these questions with each one. Make sure that the objectives and results are compatible so that the total effect of the brochure remains clear.

Question 4 - How will my brochure be distributed?

A brochure is meaningless until it gets into the hands of the people you want to see it. So your choice of a method of distribution is a basic decision. Is it to be a rack piece, a handout piece, a pickup piece, a mail response piece, or a combination of these? If it is a rack piece, what racks will you use? If it is a handout piece, where will you hand it out? If it is a pickup piece, where and how will it be displayed? If it is a mail response piece, you should consider size and mailing weight and whether it will be used with or without a cover letter.

Answering these questions will help you determine the number of brochures to be printed for your anticipated uses. It also gives you a chance to evaluate the cost of the brochure (including distribution) with the kind of response you expect from its readers.

Question 5 - What criteria should I use in creating my brochure?

The selection of visual and narrative material for your brochure should be greatly improved by the process of responding to previous questions. Now you must decide on the style and substance of the message you want to convey. These are numerous lists of criteria that are valid. The following list is presented as a good composite of many good ideas.

1. Project who and what you are. You can't be everything to everybody, so don't try to present yourself that way. You'll wind up projecting nothing meaningful to anybody.
2. Put your best foot forward, but be truthful. Every person you sell that ends up being disappointed with your product will turn other people away from you.
3. Look first class. If your brochure looks shoddy, the person looking at it will assume your product is shoddy too.
4. Use the best pictures you can lay your hands on.
5. To make sure people will pick up your brochure or go beyond the cover, make sure your cover telegraphs boldly your strongest feature - the strongest thing you have to sell.
6. Make sure your brochure contains all the information your audience will need to know: How to get to you, open dates and hours, admissions, your mailing address and telephone number. If it's a trade piece, make sure you include information about commissions and group rates.
7. Finally, be charming. Nobody was ever bored into going anywhere - except away. No one is going to ho-hum their way through your brochure. A little extra warmth, humor, or surprise in it will go a long way toward making yours an effective brochure.

Question 6- What design criteria should I use in producing my brochure?

The design of your brochure should convey the message you have determined from the analysis above. Here is where professional judgment is so helpful. It should be able to assure you that your message is properly reflected in the design features used for your brochure.

Because every brochure is for a unique situation or facility, every one will have a unique set of design criteria. There are, however, some characteristics common to almost every brochure which are described below.

1. The cover. The impact of the cover will probably determine whether or not your brochure will be read seriously. The cover should illustrate the key selling point for your facility or area. It is the sales opener that introduces your message. If the opener creates a favorable expectation, the message will be received more readily. If your brochure is a rack piece, then you have only the top three inches or so to create this impact.
2. About photos. Photos are potentially the best sales tool you can use in brochures, but they can also be the biggest turnoff. Whatever you are selling, it is always people who are the beneficiaries. You cannot convey delight, satisfaction, enjoyment, happiness, and other pleasing emotions without people. And when you use people as subjects in your photos, be sure to get a signed release to use the photos. Outdated photos create an image of outdated facilities, so do not use them except for deliberate effect.
3. About size. You have two sizes to be concerned about. One is the size of the printing stock used to print your brochure. Stock paper sizes are usually less expensive than special sizes, so determine what printer uses as stock paper size. The second one is the size of the completed brochure, folded down or closed up and ready to distribute. Rack-pieces and mail pieces using standard envelopes must be the customary 4"x9" in size. Other pieces can be whatever size you want them to be. Your concern here is in convenience of use, ease of storing and keeping, and bulk.
4. Other tips. Choose your printer carefully. A good printer can make all your careful planning pay off. Make your brochure consistent with your other advertising. If your brochure is mailed, print something unusual on the envelope to catch attention. Transparencies and slides give much better results than prints. Remember that color does not convert to black and white very well. Use extra care in designing maps. Remember that most readers will not be familiar with your area. Develop a brochure that is worth keeping.

**BYLAWS
OF
THE CLEAR CREEK NATURE AND CULTURAL TOURISM COUNCIL**

ARTICLE ONE – NAME AND PURPOSES

Section 1.01. The name of the organization shall be **THE CLEAR CREEK NATURE AND CULTURAL TOURISM COUNCIL** (referred to herein as “the Corporation”).

Section 1.02. Organizational Purposes. The Corporation is organized exclusively for purposes and activities described in Section 501(c)(3) of the Internal Revenue Code. The Corporation is established as a permanent organization in Texas seeking to promote a high quality of life and sustainable economic development through nature and cultural tourism in the Clear Creek watershed for balanced economic, recreational, educational, and conservation benefits.

The goals of the Clear Creek Nature and Cultural Tourism Council will be to:

- (A) preserve, cultivate, and enhance;
- (B) promote awareness of; and
- (C) serve as an information clearinghouse for the unique nature and cultural tourism resources, programs, and opportunities in the Clear Creek watershed.

No part of the net earnings of the Corporation shall inure to the benefit of any Director of the Corporation, officer of the Corporation, or any private individual (except that reasonable compensation may be paid for services rendered to or for the Corporation affecting one or more of its purposes), and no Director or officer of the Corporation, or any private individual shall be entitled to share in the distribution of any of the corporate assets on dissolution of the Corporation. No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including the publication or distribution of statements) any political campaigning on behalf of any candidate for public office.

Notwithstanding any other provision of these Bylaws, the Corporation shall not conduct or carry on any activities not permitted to be conducted or carried on by an organization exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and its Regulations as they now exist or as they may hereafter be amended.

Upon dissolution of the Corporation or the winding up of its affairs, the assets of the Corporation shall be distributed exclusively to charitable organizations which would then qualify under the provisions of Section 501(c)(3) of the Internal Revenue Code and its Regulations as they now exist or as they may hereafter be amended.

ARTICLE TWO - OFFICES

Section 2.01. Principal Office. The principal office of the Corporation in the State of Texas shall be located in the City of League City, County of Galveston. The Corporation may have such other offices, either within or without the State of Texas, as the Board of Directors may determine or as the affairs of the Corporation may require from time to time.

Section 2.02. Registered Office and Registered Agent. The Corporation shall have and continuously maintain in the State of Texas a registered office, and a registered agent whose office is identical with such registered office may be, but need not be, identical with the principal office of the Corporation in the State of Texas, and the address of the registered office may be changed from time to time by the Board of Directors.

ARTICLE THREE - MEMBERS

Section 3.01. The corporation shall have no voting members.

ARTICLE FOUR - BOARD OF DIRECTORS

Section 4.01. General Powers. The affairs of the Corporation shall be managed by its Board of Directors.

Section 4.02. Number, Tenure and Qualifications. The number of Directors shall be not less than three (3) nor more than thirty (30). Members of the Board of Directors shall have staggered three-year terms, with approximately one-third of the members' terms ending each year. The Board may elect members for terms of one or two years to establish or maintain reasonably balanced staggering of terms.

Section 4.03. Regular Meetings. The Board of Directors shall provide for by resolution the time and place within Harris County, Galveston County, Brazoria County, or Fort Bend County, for the holding of the regular annual meeting(s) of the Board, and may provide by resolution the time and place for the holding of additional regular meetings of the Board, without other notice than such resolution. However, there shall never be less than one annual meeting of the Board of Directors.

Section 4.04. Annual Meetings. Beginning in 2004, an annual meeting of the Board of Directors shall be held at the date, time and place determined by the Board of Directors, as required by Section 501(c)3 of the Internal Revenue Code.

Section 4.05. Special Meetings. Special meetings of the Board of Directors may be called by or at the request of the Chairperson, or any two Directors. The person or persons authorized to call special meetings of the Board may fix any place within Harris County, Galveston County, or Fort Bend County as the place for holding any special meetings of the Board called by them.

Section 4.06. Meetings Utilizing Electronic Media. Members of the Board of Directors or members of any committee designated by the Board of Directors may participate in and hold a meeting of that Board or committee, respectively, by means of conference telephone, electronic mail, or similar communication equipment, provided that all persons participating in such a meeting shall constitute presence in person at such meeting, except where a person participates in the meeting for the express purpose of objecting to the transaction of any business on the ground that the meeting is not lawfully created.

Section 4.07. Notice. Notice of the place, day, and hour for any regular or special meeting of the Board of Directors shall be given at least five (5) business days previously thereto by written notice delivered personally or sent by mail, electronic mail, telegram, facsimile or messenger to each Director at his or her address as shown by the records of the Corporation. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail so addressed with postage thereon prepaid. If notice be given by telegram, such notice shall be deemed to be delivered when the telegram is delivered to the telegram company. Any Director may waive notice of any meeting. The attendance of a Director at any meeting shall constitute a waiver of notice of such meeting, except when a Director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these Bylaws.

Section 4.08. Quorum. A majority of all directors shall constitute a quorum for the transaction of business at any meeting of the Board; but if less than a quorum of the Directors is present at said meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice.

Section 4.09. Manner of Acting. The act of a majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of Directors, unless the act of a greater number is required by law or by these Bylaws.

Section 4.10. Vacancies. Any vacancy occurring in the Board of Directors, and any directorship to be filled by reason of an increase in the number of Directors, shall be filled by election by the Board of Directors. A Director elected to fill a vacancy shall be elected for the unexpired term of his or her predecessor in office. However, vacancies need not be filled unless such a vacancy would result in fewer than three directors remaining on the board.

Section 4.11. Compensation. Directors as such shall not receive any stated salaries for their services, but by

resolution of the Board of Directors a fixed sum and expenses of attendance, if any, may be allowed for attendance at each regular or special meeting of the Board; but nothing herein contained shall be construed to preclude any Director from serving the Corporation in any other capacity and receiving compensation therefore.

Section 4.12. Informal Action by Directors. Any action required by law to be taken at a meeting of Directors, or any action which may be taken at a meeting of Directors, may be taken without a meeting if a consent in writing setting forth the action so taken shall be signed by a sufficient number of Directors as would be necessary to take that action at a meeting at which all the Directors were present and voted. Each such written consent shall be delivered, by hand or certified or registered mail, return receipt requested, to the Secretary or other officer or agent of the Corporation having custody of the Corporation's minute book. A written consent signed by less than all of the Directors is not effective to take the action that is the subject of the consent unless, within sixty (60) days after the date of the earliest dated consent delivered to the Corporation in the manner required by this Article, a consent or consents signed by the required number of Directors is delivered to the Corporation as provided in this Article. For purposes of this Article, electronic mail, a telegram, telex, cablegram, or similar transmission by a Director or a photographic, photostatic, facsimile or similar reproduction of a writing signed by a Director shall be regarded as signed by the Director.

Section 4.13. Resignation. Any Director may resign by giving written notice to the Chairperson. The resignation shall be effective at the next called meeting of the Board of Directors, of which meeting the resigning Director shall receive notice.

Section 4.14. Removal. Any Director may be removed with or without cause by a two-thirds majority of the remaining Directors.

Section 4.15. Indemnification. The Corporation may indemnify and advance reasonable expenses to directors, officers, employees and agents of the Corporation to the fullest extent required or permitted by Article 2.22A of the Texas Non-Profit Corporation Act, subject to the restrictions, if any, contained in the Corporation's Articles of Incorporation. The Corporation shall have the power to purchase and maintain at its cost and expense insurance on behalf of such persons to the fullest extent permitted by Article 2.22A of the Texas Non-Profit Corporation Act. The members of the Board of Directors of the Clear Creek Nature and Cultural Tourism Council shall not be liable to the Corporation for monetary damages for an act or omission in the trustee's capacity as a board member, except that this section shall not eliminate or limit the liability of a trustee for:

1. a breach of a trustee's duty of loyalty to the corporation or its members;
2. an act of omission not in good faith or that involves intentional misconduct or a knowing violation of law;
3. a transaction from which a trustee received an improper benefit, whether or not the benefit resulted from an action taken within the scope of the trustee's office; or
4. an act or omission for which the liability of a trustee is expressly provided for by statute.

Section 4.16. Conflicts of Interest. Except as provided below, a director or officer is prohibited from participating in a vote, decision, or award of a contract involving a business entity or real property in which the director or the officer has a substantial interest, if it is foreseeable that the business entity or real property will be economically benefited by the action. A person has a substantial interest in a business (i) if his or her ownership is ten percent or more of the voting stock of shares of the business entity or ownership of \$5,000.00 or more of the fair market value of the business entity, or (ii) if the business entity provides more than ten percent of the person's gross income. A person has a substantial interest in real property if the interest is an equitable or legal ownership with a fair market value of \$2,500.00 or more. An interest of a person related in the second degree by affinity or the third degree by consanguinity to a director or officer is considered a substantial interest. If a director or a person related to a director in the first or second degree by affinity or the first, second, or third degree by consanguinity has a substantial interest in a business or real property that would be pecuniarily affected by any official action taken by the board, such director, before a vote or decision on the matter, shall file an affidavit stating the nature and extent of the interest. The affidavit shall be filed with the secretary of the board. Any director who has a substantial interest in a business entity that will receive a pecuniary benefit from an action of the board may vote on that action if a majority of the board has a similar interest in the same action or if all other similar business entities in the Clear Creek watershed or doing business with the corporation will receive a similar pecuniary benefit. An employee of a public entity may serve on the board, but that public employee may not participate in the discussion or vote on any matter regarding assessments on or contracts with the public entity of which the director is an employee.

ARTICLE FIVE - OFFICERS

Section 5.01. Officers. The officers of the Corporation shall be a Chairperson, one or more Vice Chairpersons (the number thereof to be determined by the Board of Directors), a Secretary, a Treasurer, and such other officers as may be elected in accordance with the provisions of this Article. The Board of Directors may elect or appoint such other officers, including one or more Assistant Secretaries and one or more Assistant Treasurers, as it shall deem desirable, such officers to have the authority and perform the duties prescribed, from time to time, by the Board of Directors. Any two or more offices may be held by the same person, except the offices of Chairperson and Secretary.

Section 5.02. Election and Term of Office. The officers of the Corporation shall be elected annually by majority vote by the Board of Directors at the appropriate annual meeting of the Board of Directors. If the election of officers shall not be held at such meeting, such election shall be held as soon thereafter as conveniently may be. New offices may be created and filled at any meeting of the Board of Directors. Each officer shall hold office until his or her successor shall have been duly elected and shall have qualified.

Section 5.03. Removal. Any officer elected or appointed by the Board of Directors may be removed with or without cause by a two-thirds majority vote of a quorum of the Board of Directors, but such removal shall be without prejudice to the contract rights, if any, of the officer so removed.

Section 5.04. Vacancies. A vacancy in any office because of death, resignation, disqualification, or otherwise, may be filled by the Board of Directors for the unexpired portion of the term.

Section 5.05. Chairperson. The Chairperson shall be the principal executive officer of the Corporation and shall, in general, supervise and control all of the business and affairs of the Corporation. He or she shall preside at all meetings of the Board of Directors. The Chairperson may sign, with the Secretary or any other proper officer of the Corporation authorized by the Board of Directors, any deeds, mortgages, bonds, contracts, or other instruments which the Board of Directors has authorized to be executed, except in cases where the signing and execution thereof shall be expressly delegated by the Board of Directors or by these Bylaws or by statute to some other officer or agent of the Corporation; and in general he or she shall perform all duties as may be prescribed by the Board of Directors from time to time, including participating in various committee meetings as a member or Chairperson thereof. He or she shall also be responsible for informing the Board of Directors of possible programs, meetings, and functions of the Corporation.

Section 5.06. Vice Chairpersons. There shall be two (2) Vice Chairpersons, a Vice Chairperson for Development and a Vice Chairperson for Programs. In the absence of the Chairperson or in the event of his or her inability or refusal to act, the Vice Chairpersons, in order of their election, shall perform the duties of the Chairperson, and when so acting shall have all the powers of and be subject to all the restrictions upon the Chairperson. Any Vice Chairperson shall perform such other duties as from time to time may be assigned to him or her by the Chairperson or Board of Directors.

Section 5.07. Treasurer. If required by the Board of Directors, the Treasurer shall give a bond for the faithful discharge of his or her duties in such sum and with such surety or sureties as the Board of Directors shall determine. He or she shall have charge and custody of and be responsible for all funds and securities of the Corporation; receive and give receipts for moneys due and payable to the Corporation from any source whatsoever, and deposit all such moneys in the name of the Corporation in such banks, trust companies, or other depositories as shall be selected in accordance with the provisions of these Bylaws; he or she shall keep proper books of account and other books showing at all times the amount of funds and other property belonging to the Corporation, all of which books shall be open at all times to the inspection of the Board of Directors; he or she shall also submit a report of the accounts and financial condition of the Corporation at each annual meeting of the Board of Directors; and in general perform all the duties incident to the office of Treasurer and such other duties as from time to time may be assigned to him or her by the Chairperson or by the Board of Directors. The treasurer shall provide all necessary records to a third-party certified public accountant for the purposes of annual auditing and Internal Revenue Service reporting.

Section 5.08. Secretary. The Secretary shall keep the minutes of the meetings of the Board of Directors

in one or more books provided for that purpose; give all notices in accordance with the provisions of these Bylaws or as required by law; be custodian of the corporate records and sign on behalf of the Corporation documents to be duly authorized in accordance with the provisions of these Bylaws; and, in general, perform all duties incident to the office of Secretary and such other duties as from time to time may be assigned to him or her by the Chairperson or Board of Directors. The Board of Directors and Officers shall give bonds of the faithful discharge of their duties in such sums and with such sureties as the Board of Directors shall determine. The Assistant Treasurer and Assistant Secretaries, in general, shall perform such duties as shall be assigned to them by the Treasurer or the Secretary or by the Chairperson or the Board of Directors.

ARTICLE SIX - COMMITTEES

Section 6.01. Election. The Board of Directors shall elect by majority vote members of committees established by the Board of Directors, unless otherwise stated in these bylaws. Committee members shall elect by majority vote the Chairperson of each committee, unless otherwise stated in these bylaws. These committees shall perform such functions and make such reports as the Chairperson or Board of Directors shall determine. Both Directors and members of the Advisory Board may serve on all committees except the Executive Committee.

Section 6.02. Committees of Directors. The Board of Directors, by resolution adopted by a majority of the Directors in office, may designate and appoint one or more committees, each of which shall consist of two or more persons, a majority of whom are Directors, which committees, to the extent provided in said resolution shall have and exercise the authority in the management of the Corporation of the Board of Directors. However, no such committee shall have the authority of the Board of Directors in reference to amending, altering, or repealing the Bylaws; electing, appointing, or removing any member of any such committee or any Director or officer of the Corporation; amending the Articles of Incorporation; adopting a plan of merger or adopting a plan of consolidation with another Corporation; authorizing the sale, lease, exchange, or mortgage of all or substantially all of the property and assets of the Corporation; authorizing the voluntary dissolution of the Corporation or revoking proceedings thereof; adopting a plan for the distribution of the assets of the Corporation; or amending, altering, or repealing any resolution of the Board of Directors which by its terms provides that it shall not be amended, altered or repealed by such committee. The designation and appointment of any such committee and the delegation thereof of authority shall not operate to relieve the Board of Directors, or any individual Director, of any responsibility imposed on it or him or her by law.

Section 6.03. Executive Committee. The Board of Directors shall elect by majority vote from among its members an Executive Committee consisting of the officers (5) and up to three (3) additional members as deemed necessary by the Board. The Chairperson, unless absent or otherwise unable to do so, shall preside as Chairperson of the Executive Committee. The Committee shall meet at the call of the Chairperson or the Board of Directors, or any two (2) members of the Committee, and shall have and may exercise when the Board of Directors is not in session the power to perform all duties, of every kind and character, not required by law or the charter of the Corporation to be performed solely by the Board of Directors. The Executive Committee shall have authority to make rules for the holding and conduct of its meetings, keep records thereof and regularly report its actions to the Board. A majority but never less than three of the members of the Committee in office shall be sufficient to constitute a quorum at any meeting of the Committee, and all action taken at such a meeting shall be by a majority of those present. All acts performed by the Executive Committee in the exercise of its aforesaid authority shall be deemed to be, and may be certified as, acts performed under authority of the Board of Directors. Vacancies in the Executive committee shall be filled by election by majority vote by the Board of Directors. All actions of the Executive Committee shall be recorded in writing in a minute book kept for that purpose and a report of all action shall be made to the Board of Directors at its next meeting. The minutes of the Board of Directors shall reflect that such a report was made along with any action taken by the Board of Directors with respect thereto. All absences from meetings of the Executive Committee must be excused by the remaining members of the Executive Committee.

Section 6.04. Nominating Committee. The outgoing Chairperson is the Chairperson of the Nominating Committee, which shall also include two (2) members of the Board of Directors and two (2) non-board members. Nominating Committee members shall be elected by majority vote of the Board of Directors. The members shall also provide Board Development. Additional nominations to the Board may be made by Directors at the annual meeting.

Section 6.05. Development Committee. The Vice-Chairperson for Development is the Chairperson of

the Development Committee, which also includes at least two other members appointed by the Vice-Chairperson, to serve at the pleasure of the Board. The responsibilities of the Development Committee include ensuring that adequate funds are available for the organization to carry out its purposes. These responsibilities include planning and setting fundraising goals, working with organizational staff and other members of the board to solicit charitable gifts, carry out fundraising events, and secure foundation and corporate grants.

Section 6.06. Budget and Finance Committee. The Treasurer is the Chairperson of the Budget and Finance Committee, which includes three other Board members elected by the Board of Directors. The responsibilities of the Budget and Finance Committee include preparing and/or approving an annual organizational budget, overseeing with the treasurer the accounting and banking functions of the organization, and arranging for a certified audit of the organization's accounts. The Board or the Executive Committee must approve any major change in the budget. The fiscal year shall be as determined by the Board of Directors. Quarterly financial reports are required to be submitted to the Board. The financial records of **THE CLEAR CREEK NATURE AND CULTURAL TOURISM COUNCIL** are public information and shall be made available to the Board members and the public.

Section 6.07. Programs Committee. The Board of Directors may elect by majority vote a Programs Committee to serve at the pleasure of the Board. The Vice-Chairperson for Programs is the Chairperson of the Programs Committee, which includes at least two other members. The Programs Committee oversees and provides advice regarding the organization's program activities that carry out its charitable purposes. The committee meets on a regular basis with program staff to obtain information about the organization's programs and makes regular reports to the Board of Directors about these activities.

Section 6.08. Other Committees. Other committees not having and exercising the authority of the Board of Directors in the management of the Corporation may be designated by a resolution adopted by a majority of the Directors present at a meeting at which a quorum is present. Any member thereof may be removed by majority vote of the Board of Directors, whenever in their judgment the best interests of the Corporation shall be served by such removal. Members of such committee or committees may, but need not be, Directors.

Section 6.09. Term of Office. Each member of a committee shall continue as such until the next annual meeting of the members of the Board of Directors and until his or her successor is elected, unless the committee shall be sooner terminated, or unless such member resigns, be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Section 6.10. Chairperson. The Chairperson of each committee shall be determined as stated in these bylaws, in the committee charter, or in a resolution voted upon by a quorum of the full board of directors.

Section 6.11. Vacancies. Vacancies in the membership of any committee may be filled by appointments made in the same manner as provided in the case of the original appointments.

Section 6.12. Quorum. Unless otherwise provided in the resolution of the Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum and the act of a majority of the members present at a meeting at which a quorum is present shall be the act of the committee.

Section 6.13. Rules. Each committee may adopt rules for its government not inconsistent with these Bylaws or with rules adopted by the Board of Directors.

Section 6.14. Committee Dissolution. The Board of Directors may, in its sole discretion, dissolve any committee with or without cause. Except for the Executive Committee, such dissolution shall require approval by a majority of the quorum. The Executive Committee shall only be dissolved by approval of two-thirds or more of all members of the Board of Directors.

ARTICLE SEVEN - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

Section 7.01. Contracts. The Board of Directors may authorize any officer or officers, agent or agents of the Corporation, in addition to the officers so authorized by these Bylaws, to enter into any contract or execute and deliver any instrument in the name of and on behalf of the Corporation. Such authority may be general or confined to specific instances.

Section 7.02. Checks and Drafts, Etc. All checks, drafts, or orders for the payment of money, notes, or other evidence of indebtedness issued in the name of the Corporation shall be signed by at least two (2) such officers or agents of the Corporation and in such manner as shall from time to time be determined by resolution of the Board of Directors. In the absence of such determination by the Board of Directors, such instruments shall be signed by the Treasurer or an Assistant Treasurer and countersigned by the Chairperson or a Vice Chairperson of the Corporation.

Section 7.03. Deposits. All funds of the Corporation shall be deposited from time to time to the credit of the Corporation in such banks, trust companies, or other depositories as the Board of Directors may select.

Section 7.04. Gifts. The Board of Directors may accept on behalf of the Corporation any contribution, gift, bequest, or devise for the general purposes or for any special purpose of the Corporation.

ARTICLE EIGHT - BOOKS AND RECORDS

Section 8.01. Books and Records. The Corporation shall keep correct and complete books and records of account of the activities and transactions of the Corporation including, a minute book which shall contain a copy of the Corporation's application for tax-exempt status (IRS Form 1024), copies of the organization's IRS information and/or tax returns (For example, Form 990 and all schedules thereto), and a copy of the Articles of Incorporation, By-Laws, and Amendments. The Corporation shall also keep minutes of the proceedings of its Board of Directors and any committees having the authority of the Board of Directors. All books and records of the Corporation may be inspected by any Director or his or her agent or attorney for any proper purpose at any reasonable time. Representatives of the Internal Revenue Service may inspect these books and records as necessary to meet the requirements relating to federal tax form 990. All financial records of the Corporation shall be available to the public for inspection and copying to the fullest extent required by law.

ARTICLE NINE - FISCAL YEAR

Section 9.01. Fiscal Year. The fiscal year of the Corporation shall be as determined by the Board of Directors.

ARTICLE TEN - SEAL

Section 10.01. Seal. The Board of Directors may authorize a corporate seal.

ARTICLE ELEVEN - WAIVER OF NOTICE

Section 11.01. Waiver of Notice. Whenever any notice is required to be given under the provisions of the Texas Non-Profit Corporation Act or under the provisions of the Articles of Incorporation or the Bylaws of the Corporation, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time therein, shall be deemed equivalent to the giving of such notice.

ARTICLE TWELVE - AMENDMENTS TO BYLAWS

Section 12.01. Amendments to Bylaws. These Bylaws may be altered, amended, or repealed and new Bylaws may be adopted by a two-thirds majority of the Directors present at any regular meeting or at any special meeting, if at least ten business days' written notice is given of an intention to alter, amend, or repeal these Bylaws or to adopt new Bylaws at such meeting.

ARTICLE THIRTEEN - AMENDMENTS TO ARTICLES

Section 13.01. Amendments to Articles. The Articles of Incorporation of the Corporation may, to the extent allowed by law, be altered, amended, or restated and new Articles of Incorporation may be adopted by a two-thirds majority of the Directors present at the regular meeting or at any special meeting, if at least ten business days' written notice is given of an intention to alter, amend, or restate the Articles of Incorporation or to adopt new Articles of Incorporation at such meeting.

CERTIFICATE

WE HEREBY CERTIFY that the foregoing is a true, complete and correct copy of the Bylaws of THE CLEAR CREEK NATURE AND CULTURAL TOURISM COUNCIL, a Texas non-profit corporation, in effect on the date hereof.

IN WITNESS WHEREOF, we hereunto set our hands, this ____ day of _____, 2004.

Signature

Name

Title