

## TERMS OF REFERENCE (2019)

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### **1.0 COMMITTEE MANDATE**

The mandate of the Tourism Committee is to provide recommendations to the Economic Development Select Committee on policies, procedures and strategic direction for the purposes of marketing and promoting the District of Mission's tourism assets.

### **2.0 PURPOSE OF COMMITTEE**

- i. The Tourism Committee is a sub-committee of the Economic Development Select Committee (EDSC), appointed as an advisory body providing recommendations on tourism priorities, policies and matters that will foster and enhance community pride, visitor attraction, new tourism experiences and economic growth within the community.
- ii. Advice to the EDSC will focus on the following areas:
  - a. Partnership development;
  - b. Marketing and brand development;
  - c. Product development; and
  - d. Visitor Information Services.
- iii. Without restricting the generalities of the foregoing, the Committee shall:
  - a. Provide advice in the preparation and maintenance of an overall tourism marketing strategy and business plan which will align with the Municipal and Regional District Tax program requirements;
  - b. Hear and consider representations by individuals, organizations or delegations of citizens with respect to tourism development and make recommendations which are deemed to be in the best interests of all citizens;
  - c. Provide input to the development of the tourism brand and website; and
  - d. Propose programs and events for the enhancement of the image of the community and the development of other amenities related to tourism development.

### **3.0 COMMITTEE MEMBERSHIP**

- i. Eligible members will be residents, taxpayers, business owners or managers in the District of Mission with the appropriate qualifications, availability, work experience, community involvement and knowledge that can provide independent advice and assistance on the achievement of the Tourism Committee mandate, purpose and goals. A limited number (maximum of one) of non-residents or non-taxpayers may be considered where they hold academic qualifications or professional expertise not represented on the Committee.
- ii. The voting membership of the Tourism Committee shall consist of six (6) members as follows:
  - a. Five (5) members-at-large representing diverse tourism sectors within Mission; and
  - b. One (1) member from the Economic Development Select Committee.

#### **4.0 STAFF REPRESENTATIVES**

- i. Staff will attend Tourism Committee meetings as required to provide opinions, advice, expertise, information or other services. Non-voting staff participants of the Tourism Committee include:
  - a. Tourism Manager or his/her designate; and
  - b. Deputy Director of Parks, Recreation & Culture or his/her designate.

#### **5.0 DELEGATED AUTHORITY**

- i. The Tourism Committee is a sub-committee of the EDSC; whose members are appointed by the EDSC.
- ii. The Tourism Committee is an advisory committee to the EDSC, who are appointed as an advisory body to Council and does not have any delegated authority. Recommendations requiring implementation, reports or staff actions must first be considered by Council before any action by staff, the EDSC or Tourism Committee can be taken.
- iii. These Terms of Reference for the Tourism Committee are established by the EDSC and can only be altered by EDSC.

#### **6.0 TERMS OF APPOINTMENT**

- i. The term of appointment for each Committee member is two years commencing June 1st in the year they are appointed and terminating two years later on June 30th.
- ii. The EDSC has the discretion to extend a committee member's appointment for additional terms.
- iii. Members may be appointed by the EDSC for shorter terms in consideration of special circumstances where a Committee member has prematurely vacated their term. Under these circumstances the EDSC may directly appoint an individual. Those approved to fill a vacant position will serve out the remainder of the term they are filling.
- iv. A member who is absent from three consecutive, or 50% of the regular meetings held within a twelve-month period of the Economic Development Select Committee, is deemed to have resigned effective at the end of the third consecutive, or fifth missed such meeting, as the case may be. An exception for reasons of illness or an approved leave of absence may be granted by the Chair of the Committee.
- v. Committee members shall serve without remuneration, but may be paid reasonable and necessary expenses that are directly related to the performance of their duties and in accordance with District policies.

#### **7.0 CHAIRPERSON AND VICE-CHAIR / COMMITTEE APPOINTMENTS**

- i. The Tourism Committee will elect an Administrative Chair from amongst themselves for the two-year term of service. A Vice-Chair may also be appointed to act in the capacity of the Chair at any meeting where the Chair is absent.
- ii. The Administrative Chair and Vice-Chair shall serve in their elected capacity for a term of two years. The term of appointment for each position is two years in the year they are appointed and terminating two years later on June 30th.
- iii. The meeting Chair may rotate for each meeting, with each member having the opportunity to participate.

#### **8.0 MEETINGS**

- i. The Tourism Committee will meet monthly with additional meetings at the call of the Chair to address specific matters that have been referred for input and may be time sensitive. Notice of meetings will be given in accordance with the District of Mission's Procedural By-law.
- ii. Regular meetings will be held at 7:30 a.m. on the 2nd Tuesday of every month, excluding July and August when the committee may be in recess.
- iii. In the absence of both the Chair and Vice-Chair, the committee will appoint, from its members, a Chair for that particular meeting, who shall be subject to all the normal responsibilities and privileges assigned thereto.

## **9.0 REPORTING**

- i. The Tourism Committee shall provide the minutes of meetings to the EDSC for information purposes.
- ii. The Tourism Committee reports directly to the EDSC, via the EDSC Representative. EDSC reports, recommendations and communications will normally be directed to Council through the Economic Development Department in the form of a staff report, but the EDSC may also appear before Council as a delegation.
- iii. The Manager of Tourism is responsible for preparing staff reports and presenting these to Council along with the Chairperson or EDSC Representative, if required.

## **10.0 CONFLICT OF INTEREST**

- i. Committee members will respect the confidentiality of all matters discussed at Tourism Committee meetings and all information shared with the Committee by municipal staff, EDSC Representative or Council.
- ii. Committee members must abide by the conflict of interest provisions of the Community Charter and District Council Procedures Bylaw as amended from time to time. If a Committee member attending a meeting considers that he or she is not entitled to participate in the discussion of a matter or to vote on a question in respect of a matter because the member has a direct or indirect pecuniary interest in the matter, or for any other reason, the member must declare this and state the general nature of why he or she considers this to be the case and immediately leave the meeting or the part of the meeting during which the matter is under consideration.