

REPORT

REPORT TO: Chair and Members of the Community and Corporate Affairs Committee

REPORT FROM: Tammy McQueen, Economic Development and Tourism Coordinator

DATE: March 20, 2019

REPORT NO.: ADMIN-2019-0011

RE: Tourism Advisory Committee – Terms of Reference

RECOMMENDATION:

THAT Report No. ADMIN-2019-0011, dated March 20, 2019, regarding the “Tourism Advisory Committee – Terms of Reference” be received for information;

AND FURTHER THAT the existing Tourism Advisory Committee members be thanked for their efforts and commitment in advancing initiatives which have contributed to elevating tourism as an important part of Halton Hills’ economy;

AND FURTHER THAT the existing Tourism Advisory Committee be dissolved as of April 16, 2019 and that the new Tourism Advisory Committee Terms of Reference be approved as set out in Appendix A to this report, as a basis to re-establish the new Committee;

AND FURTHER THAT Town staff be authorized to proceed with recruiting members for the new Tourism Advisory Committee, an advisory Committee of Council.

BACKGROUND:

Report No. ADMIN-2018-0007 (dated February 26, 2018), regarding the “New Strategic Approach to the Management of the Tourism Portfolio” contained Recommendations that resulted in the Town reassuming oversight and strategic management of the tourism portfolio, including the Tourism Advisory Committee from the Chamber of Commerce.

Report No. ADMIN-2018-0025, regarding the “State of Economy” (dated September 12, 2018), referred to the update of the existing Tourism Advisory Committee’s Terms of Reference as one of the priority deliverables of the Tourism workplan.

As part of the transition, Town staff completed 1-on-1 interviews with members of the Tourism Committee to assess past successes, discuss roles and responsibilities, identify target audiences and tourism stakeholders, explore growth opportunities, identify workplan priorities for 2018 and 2019, and assess interest from existing members in continuing with the committee.

Since taking over management of the Town's tourism portfolio, the Economic Development, Culture and Innovation division has been building upon the significant accomplishments of the Chamber of Commerce and its Tourism Committee, and is now ready to proceed with the implementation of new Terms of Reference for the Tourism Advisory Committee.

Staff have reviewed examples of similar Terms of Reference from across the region including Halton Region, Milton, Oakville, Burlington, Mississauga, Brampton, Hamilton, Cambridge and Guelph. This review ensured that the new Terms of Reference align with best practices in terms of committee size, membership structure, meeting schedule and workplan priorities.

Draft Terms of Reference were provided to the Tourism Advisory Committee for input at its February 21, 2019 meeting as well as electronically at a later date. Committee members provided feedback which was incorporated into the recommended Terms of Reference, as appropriate.

COMMENTS:

The new mandate of the Tourism Advisory Committee will be to advise and make recommendations to staff and ultimately to Council on matters pertaining to destination development and tourism service delivery in the Town of Halton Hills.

1. Membership

The new Tourism Advisory Committee is recommended to be an industry-focused body that represents the diverse interests of tourism stakeholders from across the Town. Members of the Tourism Advisory Committee would include industry representatives and professionals from a broad range of tourism businesses interested in working together to achieve the identified goals.

Committee membership would include representatives from:

- Community member(s) at large;
- Representatives from the Business Improvement Areas and/or Chamber of Commerce;
- Representatives from the accommodations sector (e.g. hotel, bed & breakfast);
- Representatives from major tourism destinations/attractions (e.g. major shopping destinations);
- Representatives from community groups (arts, culture, sports, festivals & events);

- Hospitality professionals (e.g. frontline, supervisor, manager and executive roles);
- Government officials and industry associations/organizations; and
- Training / Service providers (e.g. educators, researchers, trainers).

The Committee would be composed of a maximum of ten (10) Members, as follows:

- One (1) Members of Town Council – concurrent with the term of Council.
- Nine (9) Citizen/Industry Members – appointed by Council each term.

The Committee Chair will be appointed by the Mayor and ratified by Council.

The Economic Development and Tourism Coordinator will attend the Tourism Advisory Committee meetings to provide resources and assist the Committee.

2. Next Steps

Provided that the Committee approves the recommendations of this report, the immediate next steps will be to:

- Formally inform the pre-existing Tourism Advisory Committee of the implementation of the new Terms of Reference;
- Issue appropriate communications;
- Recruit new members for the Committee (pre-existing Committee members will be invited to re-apply); and
- Set up a regular meeting schedule for quarterly meetings with the new Committee. The first meeting of the new Tourism Advisory Committee is anticipated to occur in late May.

RELATIONSHIP TO STRATEGIC PLAN:

The Town's Strategic Plan recognizes the role of tourism in fostering a prosperous economy and promoting the unique characteristics afforded by the Town's natural, cultural, arts, sports and retail attractions. This report supports the following strategic priorities:

- Work with the Chamber of Commerce, BIA's, the Region and others to promote sports, heritage, countryside, agricultural and eco-tourism.
- Have regard to our "strong sense of community" in welcoming new residents and businesses to Halton Hills.
- Collaborate with community partners to continue to implement the Integrated Community Sustainability Strategy.
- Effective, efficient and economical delivery of the Town's existing services.

FINANCIAL IMPACT:

There is no direct financial impact related to this report. As part of the 2019 capital budget, a modest budget of \$1,000 has been approved to support the new Tourism Advisory Committee.

CONSULTATION:

The Town's existing Tourism Advisory Committee was consulted in the preparation of the new Terms of Reference. Clerks staff were also consulted. A review of best practices is the basis for this report.

PUBLIC ENGAGEMENT:

Pending Committee approval, the Town's Economic Development and Tourism Coordinator will proceed with promoting the opportunity to join the new Committee. Promotion will include social media posts and direct emails/correspondence to a broad range of tourism stakeholders (including members of the existing Tourism Advisory Committee). Interested parties will be encouraged to submit an application for consideration and applications will be reviewed by an interview committee.

Those applicants that cannot be accommodated on the Committee at this time will be asked if they wish to potentially participate as members of any future sub-committees, based on their areas of interest.

SUSTAINABILITY IMPLICATIONS:

A strong tourism industry in Halton Hills supports the Town's Community Sustainability Strategy. The relationship between this report and the Strategy is summarized below:

Do the report's recommendations advance the Strategy's implementation? Yes.

Which pillar(s) of sustainability does this report support?

- Economic Prosperity
- Cultural Vibrancy

CONCLUSION:

This report seeks Committee's approval of new Terms of Reference for the Tourism Advisory Committee. The recommended approach will enable the Town to continue to deliver tourism services in a strategic, efficient and effective manner.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The script is cursive and fluid.

Damian Szybalski, Manager of Economic Development, Innovation & Culture

A handwritten signature in black ink that reads "Brent Marshall". The script is cursive and fluid.

Brent Marshall, Chief Administrative Officer