

## **Tourism Advisory Committee**

### **TERMS OF REFERENCE**

#### **1. Purpose of Committee**

##### **Mandate**

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

##### **Goals/ Objectives**

- To advise and make recommendations pertaining to local tourism;
- To assist with the development and implementation of the tourism workplan;
- To increase awareness and elevate discussions on tourism issues;
- To be a centralized focal point for effectively building tourism as a key economic driver within Halton Hills; and
- To build on existing tourism programs and services, with a focus on optimizing resources and facilitating collaboration/coordination amongst community service providers and other industry stakeholders.

#### **2. Membership**

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

The Committee shall seek Membership 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 (e.g. 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).

**1 Halton Hills Drive, Halton Hills, Ontario L7G 5G2**

The Committee will 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/Stakeholder Members – appointed by Council each term.

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

### **3. Roles and Responsibilities:**

The Tourism Advisory Committee will work collaboratively to serve an advisory function.

Committee members will:

- Attend and participate in Committee meetings;
- Assist with the implementation of the tourism workplan, as appropriate;
- Provide support and insight from the view of their respective roles;
- Exchange and share their knowledge, ideas and advice;
- Review plans and documents and recommend amendments, if required;
- Participate in planning and delivery of project activities as required;
- Participate on sub-committees as appropriate;
- Act as a catalyst for tourism growth;
- Help build a network of tourism stakeholders; and
- Promote the Committee's tourism efforts within the community;

### **4. Recruitment and Selection of Committee Members**

The Town will seek volunteers with tourism expertise and/or community related experience.

### **5. Chair**

The Chair shall be appointed by the Mayor, ratified by Council.

### **6. Meeting Dates**

Times and dates for the Tourism Advisory Committee meetings are set by the Committee and may be altered or cancelled by the call of the Chair. Meetings will be conducted in accordance with the Town of Halton Hills Procedural By-Law No. 2015-0060, unless otherwise specified in these Terms of Reference.

### **7. Time Commitment/Meeting Frequency**

Members of the Tourism Advisory Committee will be invited to participate in four (4) meetings each year. The Term of Office shall be four (4) years in length, to be concurrent with the Term of Council. Members will have the opportunity to announce their interest to sit on the Committee

for another Term in January of the fourth (4<sup>th</sup>) year. The Town will be responsible for planning the meetings, setting agendas, circulating meeting materials, etc. Additional meetings may be called to address specific project requirements.

**8. Quorum**

A quorum means fifty percent (50%) of the membership plus one.

**9. Vacant Seat**

The position of a member of the Tourism Advisory Committee becomes vacant if the Member is absent for two (2) consecutive meetings without prior notification to the Tourism Advisory Committee. The final decision to determine if a position is vacant will be made by the Chair.

**10. Call to Order**

The Chair shall call the meeting to order as soon after the hour fixed for the holding of the meeting provided quorum is present. If no quorum is present, 15 minutes after the time appointed for a meeting, the names of the Members present shall be recorded and the meeting shall stand adjourned until the date of the next regular meeting. In the absence of the Chair, the Chair will appoint another representative on the Committee as the Acting Chair when required.

**11. Voting – Motions**

Members of the Committee must declare any pecuniary interest they may have in any matter under consideration by the Committee and must abstain from any discussion or voting on the matter. In the event of a tie vote, the motion is lost. Motions may be moved verbally except where the Chair requests that the motion be in writing and be reflected in the Minutes as action items.

**12. Minutes**

Minutes of the Tourism Advisory Committee will be forwarded to Council for information.

**13. Agenda**

Agenda will be distributed to Committee Members and posted on the Town's website at least one week prior to the scheduled meeting. A comprehensive Agenda package will be distributed to the Tourism Advisory Committee Members prior to the meeting. In the event the package contains confidential documents, they will be provided on green paper to the Committee on the day of the Tourism Advisory Committee. Once reviewed, confidential packages are to be returned to Administration for shredding.

**14. Town Policies, Guidelines and Procedures**

Members of the Tourism Advisory Committee must adhere to all Town policies, guidelines and administrative procedures.

**15. Reference: Reports & Applicable By-laws**

The Town of Halton Hills Procedural by-law regarding procedures of Town Committees and for the conduct of its Members.

**16. Sunset/Terms of Reference Review Date**

The Terms of Reference shall be reviewed every four (4) years concurrent with the Committee's Term of Office.