

TERMS OF REFERENCE

Municipality of South Dundas Tourism Advisory Committee

1. PURPOSE

The Municipality of South Dundas Tourism Advisory Committee is an Advisory Committee for the purposes of providing advice that will enhance and further develop the Tourism Sector in South Dundas.

2. MANDATE

The mandate of the Municipality of South Dundas Tourism Advisory Committee is:

- To assist, in an advisory capacity, Council and Staff on matters relating to Tourism in South Dundas;
- To assist the Municipality with updating and/or development of a tourism strategic plan;
- To identify and provide recommendations on opportunities that will increase tourist visitation to South Dundas;
- To act as a sounding board for new tourism ideas and initiatives;
- To identify and recommend events, including ways to attract, support and further develop events, which will increase visitation to South Dundas;
- To act as tourism ambassadors and assist staff in educating, reaching out, and informing other tourism partners and visitors;
- To identify gaps in tourism products and barriers to provide positive tourist experiences and make recommendations on how these gaps and barriers can be addressed;
- To provide feedback for tourism campaigns and initiatives;
- To identify opportunities for new tourism initiatives for staff to explore;
- To serve as a stakeholder resource for staff to gain insight and advice from a tourism business perspective;
- To help build positive relationships between Municipality and all tourism stakeholders;
- To assist in involving more stakeholders and securing increased support for Tourism in South Dundas and Tourism related initiatives;
- To identify new tourism related partnership opportunities.

3. MEMBERSHIP

The Committee will be comprised of up to seven (7) voting members including one (1) Member of Council. Membership should be made up and with representation across the Tourism Sector.

The Mayor of the Municipality will sit as a non-voting ex officio member of the Committee.

Potential Members are required to submit an application outlining their interest, experience and ability to serve as a Tourism Ambassador of the Municipality.

Members are appointed by resolution of Council. The term of the Committee is four years maximum and is concurrent with the term of Council.

Municipal Staff Members:

Chief Administrative Officer - as ex officio (non-voting member)

Economic Development Officer – Staff Liaison (non-voting member)

In making its appointments, Council shall have regard for the qualifications of candidates and diversity of tourism sector related interests. Members will:

- Have demonstrated expertise in their affiliation(s);
- Be known in the community as successful tourism business people and have a well-developed business and community network;
- Demonstrate a strong interest in and commitment to remaining informed on tourism issues;
- Participate as a team member, capable of a tourism ambassador role;
- Be strong proponents of tourism growth for the Municipality.

4. MEETINGS / VOTING

- The committee will elect a chair and vice chair from committee members on a yearly basis;
- The committee will meet at minimum once quarterly. The chair may call additional meetings if needed. The meetings will be open to the public;
- The selected chair or in his/her absence vice chair will preside over all meetings and committee business, except the inaugural meeting, which will be chaired by the Member of Council until the chair and vice chair are elected;

- The committee chair will work with the staff liaison on committee meeting agendas;
- The committee members will select a committee member to record minutes of the meetings. The minutes will be included in Council agendas for all of Council to review;
- A quorum consists of no less than four of the voting members;
- The committee may meet without a quorum but cannot vote on any matters;
- Whenever possible, committee decisions will be made by consensus. When a vote is necessary, a motion must be moved by a member and have another committee member second that motion prior to voting.

5. AMENDMENTS TO THE TERMS OF REFERENCE

Amendments to the Terms of Reference can only be made by Council. The Committee may review the Terms of Reference from time to time and make recommendations to Council regarding amendments.

6. PECUNIARY INTEREST

In accordance with the Municipal Conflict of Interest Act, any member of the Committee shall disclose any direct or indirect pecuniary interest for themselves or a family member and shall state the general nature of such interest. The member shall not vote on any item where he or she has declared a pecuniary interest.