

THE CORPORATION OF THE TOWN OF WASAGA BEACH
Wasaga Beach Advisory Committee on Tourism

TERMS OF REFERENCE

Name

The Committee will be known as the Wasaga Beach Advisory Committee on Tourism or “Committee” in this document.

Purpose

The role of the Committee is to provide advice, comments and recommendations to Council on tourism services, activities and initiatives to promote the Municipality. The Committee will represent a variety of tourism stakeholders and will work with staff to further tourism-focused strategic goals and initiatives as set out by Council.

Responsibilities

Advise on the implementation of the recommendations of the 2018 Tourism Destination Management Plan.

Assist in the communication of the Wasaga Beach tourism brand.

Provide advice and recommendations to Council and staff on matters affecting the tourism industry.

Serve as a resource for Council and staff to provide insight and advice from a business perspective on tourism-related initiatives.

Assist in communicating the clearly defined roles of Wasaga Beach Economic Development and Tourism staff with other stakeholders, including the scope of work as well as staff resources and assistance that is available for stakeholders.

Act as a sounding board for new tourism ideas and initiatives.

Provide feedback for tourism campaigns and initiatives.

Identify gaps in tourism products and barriers to provide positive tourist experiences and make recommendations on how to address these gaps and barriers.

Assist in gathering tourism-specific metrics to ascertain the tourism-specific economic impact.

Act as a resource, available to assist Town staff in hosting incoming dignitaries, media and travel trade.

Provide a positive tourism ambassador role in the community, locally and outside the Town of Wasaga Beach.

Build positive relationships between Town of Wasaga Beach and all tourism stakeholders.

Assist in involving more stakeholders and securing increased support for Town of Wasaga Beach tourism, brand and initiatives.

Identify new partnership opportunities with other major stakeholders including tourism industry and sector organizations, including but not limited to the Chamber of Commerce, Ontario Parks – Wasaga Beach Provincial Park, Simcoe County, Regional Tourism Organization 7 (RT07), and Ministry of Tourism, Culture and Sport.

Delegated Authority

The Committee is established as an advisory committee to Council and does not have any delegated authority or the authority to direct staff.

The Committee has the ability to act on matters to carry out the mandate of the Committee, as it aligns with Council's mandate and Department objectives, under the oversight of the Development Section of Coordinated Committee, using its discretion and judgment, which shall not significantly bind the Municipality.

Any information or action that significantly binds the Corporation, or requires additional resources, will require Council's approval prior to the action being taken.

Committee Composition

Upon recommendation from the Mayor, Town Council will appoint Committee members.

Council may, by resolution, and when required in order to maintain the requisite number and composition of members on the Committee, select and appoint new members to the Committee for the duration of the term.

The Committee will be comprised five to nine (5 to 9) voting members as follows:

- One (1) member of Council
- One representative from the Wasaga Beach Chamber of Commerce (non-voting)
- Two community members-at-large.
- One member-at-large from the general business community.
- All other members must be tourism stakeholders or have an interest in tourism market-ready business (restaurant, accommodation, attraction, retail) within the Town of Wasaga Beach.

- Best efforts will be made to ensure members are representative of the Town's entire business community.

The Mayor shall serve as ex-officio as a voting member of the Committee.

Further, the Economic Development Officer will act as staff resource on the Committee.

Council may, by resolution, at any time and from time to time, at its sole discretion remove any member, voting or non-voting, from the Committee, as it deems advisable.

Resignation from the committee must be in writing to the Committee Chair and Town Clerk.

The advertising of vacancies and appointments will be in accordance with the policies and practices adopted by Council from time to time.

Subcommittees

The Wasaga Beach Advisory Committee on Tourism may establish subcommittees, as needed, to consider specific issues.

Subcommittees are not required to be approved through the Development Services Section of Coordinated Committee or Council. Subcommittees are responsible for the preparation of their own agendas and minutes as required and making their own arrangements for meeting locations.

Only members of the Wasaga Beach Advisory Committee on Tourism may be members of any subcommittees.

Subcommittees must distribute a copy of its minutes to the Advisory Committee on Tourism and the Development Services Section of Coordinated Committee.

Committee Positions and Roles

Chair: One member will be chosen by majority vote of the Committee at the first meeting of each New Year to Chair the meetings and oversee the business of the Committee for that year.

Vice-Chair: A Vice-Chair for the same duration will be chosen by majority vote of the Committee. The role of Vice-Chair is that of Chair when assuming the role of Chair.

Secretary: A majority of the Committee membership shall appoint a secretary. The role of Secretary is to confirm the meeting date and location with the Clerk's Office, prepare the Agenda, take the minutes, and provide a copy of the minutes to the Town Clerk's office and all Committee members.

Term of Office

The term of the members of the Committee shall be four years coinciding with the term of the Council that has made the appointment, as stated in the committee appointment policy.

Meetings

The Advisory Committee on Tourism will meet quarterly, or as required, with specific dates and times for meetings to be determined by the Committee and provided to the Town Clerk.

Additional meetings may be called by the Chair if required.

Meetings shall not conflict with regular meetings of the Development Services Section of Coordinated Committee, Committee of the Whole and regular meetings of Council.

All meetings will be open to the public.

It is expected that Committee members attend all regularly scheduled meetings. In the event that a member other than the Mayor is unable to attend a meeting, the member must contact the Chair in advance and advise him or her. If a member other than the Mayor has been absent for three consecutive, regularly scheduled meetings and has failed to advise the Chair in advance, the member shall be deemed to have abandoned his or her appointment and the position shall be considered vacant. Staff shall immediately advise the Clerk's Department to commence the process to fill the vacancy.

The Chair will work with the staff liaison on Committee meeting agendas and minute taking. The minutes will be included in Council agendas for all of Council to review.

Quorum

A quorum shall be a majority of the appointed members of the Wasaga Beach Advisory Committee on Tourism. A quorum shall consist of more than 50% of the members.

Agenda

The Agenda of the Committee shall contain the following items:

1. Call to Order
2. Disclosure of Pecuniary Interest
3. Minutes of Last Meeting
4. Deputations/Presentations
5. Unfinished Business

6. Sub-Committee Reports, if any
7. New Business
8. Items for Future Meetings
9. Date of Next Meeting
10. Closed Session (as required)
11. Adjournment

Governance

The Advisory Committee on Tourism shall be subject to the provision of the Town's Procedural By-Law to Govern the Proceedings of Council and its Committees, as amended, and shall adhere to Town policies and procedures.

Communication and Reporting

Unless otherwise directed by Council, the minutes of all Committee meetings will be presented to the Development Services Section of Coordinated Committee, for review.

For decisions of Council, the Committee shall make recommendations, through a Staff Report, to the Development Services Section of Coordinated Committee.

Should the Committee wish to be a delegation to the Development Services Section of Coordinated Committee, Committee of the Whole or Council, the request shall be made through the Clerk's Office.

The Committee will submit an Annual Report for Council's adoption at the beginning of each New Year (within the first quarter) outlining the Committee's accomplishments in the previous twelve months, and its work plan and projects for the coming year.

Web presence is supported through the Town's web site at www.wasagabeach.com, based on information provided by the Town Clerk/Deputy Clerk.

Budget

If the Committee has a budget, tourism staff will provide oversight and the funds will be included in the overall tourism budget.

Council's Role

One member of Council shall be appointed to the Committee.

Council will appoint Committee members.

Council will review all submissions, recommendations, minutes and the annual report of the Committee.

Staff Role

Staff will liaise with the Committee and assist in preparing agendas and keeping minutes.
Staff will oversee Committee's budget and expenditures prior to Council approval.
Staff will attend all meetings and write an annual report.

Confidentiality

Committee Members shall not disclose confidential information, and shall adhere to the Local Board Code of Conduct.

Indemnities to Committee Members and Others

Committee members shall be covered by the municipality's general liability insurance policy as it relates to Committees of Council's activities.

Review and Update of the Terms of Reference

- The Terms of Reference are established and approved by Council and can only be altered by Council.

As approved by Council on May 28, 2019