

**TERMS OF REFERENCE**  
Steering Committee  
Strategic Visioning Project for Beach Area 1 and 2

Purpose/Mandate

The Steering Committee will select, assist, and guide the consulting team for the Beach Area 1 and 2 strategic visioning project in the development of a long-term plan to redevelop the commercial area adjacent to the main beach area.

Responsibilities

The Committee will:

- Review the proposals and recommend the selection of a successful consulting team;
- Act as a liaison between Town Council and Staff, Ontario Parks, the business community, the general public and the consulting team;
- Review and interpret public comments and stakeholder input;
- Assist the consultant in defining and planning the public engagement methodology;
- Provide direction, feedback and guidance to staff and consultants for the project;
- Assist the consultant by providing advice on local matters and providing additional mapping, background data and information;
- Ensure that all options are fully considered in the redevelopment of the main beach area;
- Oversee the proposed project schedule and timeline;
- Ensure that the community is informed as to the progress of the project using a variety of communication tools; and
- Review and provide comments on project deliverables.

Committee Composition

The Steering Committee will be composed of the following:

- One (1) Member of Council
- Chief Administrative Officer
- One (1) Representative from the Parks and Facilities Department

- Representatives from the Planning and Development
- Economic Development Officer
- One (1) Representative from Ontario Parks
- One (1) Member of the Wasaga Beach Chamber of Commerce

### Meetings and Communication

The Steering Committee will meet to review project proposals, select and interview consultants, and award the project. The Committee will also meet twice per month (or as required) with the consultant for project status updates and general steering of the project.