

Report Overview

In September 2018, Council authorized staff to develop a Terms of Reference for a new Tourism Advisory Committee that would work with staff and Council to promote the tourism sector in Clarington. The attached Terms of Reference set out a mandate for the new committee.

1. Background

- 1.1 On September 17, 2018, Council approved the Tourism Service Delivery Review report [CAO-012-18](#) which included 16 recommendations. One key proposal was the creation of a “Stakeholder Advisory Committee”. This proposal was listed in four separate recommendations (specifically numbers 1, 2, 8 and 10 on page 15 of [CAO-012-18](#)).
- 1.2 Council received the report and authorized staff to develop a Terms of Reference for the new Tourism Advisory Committee.

2. Tourism Advisory Committee

- 2.1 Staff have created a Terms of Reference for the new Tourism Advisory Committee. Please see Attachment 1 to this report.
- 2.2 The Tourism Advisory Committee will assist and advise Council in the development of a new strategic plan for Clarington Tourism. The development of a strategic plan was listed as the second recommendation made by the consultant.
- 2.3 It is recommended that the Tourism Advisory Committee be made up of industry stakeholders and include members from all the diverse tourism sectors including restaurants, accommodations, and attractions.
- 2.4 Members of the Tourism Advisory Committee will serve as a resource for Council and staff to provide insight and advice from a business perspective on tourism-related initiatives.

3. Concurrence

Not Applicable.

4. Conclusion

Staff recommend that Council approve the attached Terms of Reference for the Tourism Advisory Committee. The formation of a new Tourism Advisory Committee was a key recommendation in the Tourism Service Delivery Review Report, which Council endorsed on September 17, 2018. The new committee will advise Council on tourism-related initiatives and provide expertise on a sector that is a key economic driver in Clarington, Durham and Ontario.

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Terms of Reference

Tourism Advisory Committee

Name

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

Purpose

The role of the Tourism Advisory 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.

Committee Scope

- Assist staff and Council in the development of a tourism-specific strategic plan.
- Assist in communicating with other stakeholders the clearly defined roles of Clarington Tourism staff, 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.
- Assist in gathering tourism-specific metrics and measurables to ascertain the tourism-specific economic impact.
- Act as tourism ambassadors and assist staff in educating, reaching out, and informing other tourism partners and visitors.
- Assist in the development and communication of a Clarington Tourism brand.
- Provide feedback for tourism campaigns and initiatives.
- Identify opportunities for new tourism initiatives for staff to explore.
- Serve as a stakeholder resource for staff to gain insight and advice from a tourism business perspective.
- Help build positive relationships between Clarington Tourism and all tourism stakeholders.
- Assist in involving more stakeholders and securing increased support for Clarington Tourism, the brand and initiatives.
- Identify new partnership opportunities with other major stakeholders including Central Counties Tourism, Durham Tourism, Sport Tourism, as well as other government agencies.

Committee Composition

- The committee will be comprised of a total of nine voting members, one of whom will be a member of Council, a representative from Clarington Board of Trade (non-voting) and a staff liaison (non-voting).
- All members must be tourism stakeholders with a tourism market-ready business in Clarington.
- Members need to be representative of the various tourism sectors within the community including restaurants, accommodations, adventure, large businesses and BIAs.
- Appointments will run for a four-year term and coincide with the term of Council.
- Appointments may be revoked at any time at Council's discretion.
- Committee members will contribute time, knowledge and expertise to assist the committee to fulfil its mandate.
- The committee will work with staff to fulfil Council's mandate.

Committee Meetings

- Committee will elect a chair and vice chair from committee members on a yearly basis.
- Committee will meet quarterly at the Municipal Administrative Centre. 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 and minute taking. The minutes will be included in Council agendas for all of Council to review.
- A quorum consists of no less than five 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.

Budget and Communications

- Tourism staff will oversee the committee's budget.
- The budget will include money for education/communications/marketing materials and will be included in the overall tourism budget.

- Participation in the committee is on a voluntary basis. Committee members will not receive a salary for their time.
The committee will serve Council in an advisory capacity and does not have any delegated authority.
- Any reports on committee business will be done by Tourism Staff and submitted for Council review at the General Government Committee meetings.
- The committee will work with staff to prepare an annual report that will include an update of initiatives and activities for Council to review.
- Committee members will reveal any potential conflict of interest and will not use this committee to further their own business interests. Municipal conflict of interest requirements will apply to committee members.

Staff role

- Liaise with the committee.
- Assist in preparing agendas and keeping minutes.
- Oversee committee's budget.
- Review all recommendations/expenditures prior to Council.
- Assist in writing an annual report.
- Attend meetings.

Council role

- Appoint committee members.
- Review submissions and recommendations.