



The District of Elkford Tourism Advisory Committee Terms of Reference

1. Committee Mandate

The purpose of the Committee is to guide and advise the District in the development and on-going implementation of tourism strategies, and to work cooperatively to develop a vibrant and welcoming tourism industry. The Committee will work collaboratively with the District of Elkford to create a multifaceted approach to strengthen tourism.

2. Scope of Work

The Committee shall:

- a) Examine trends, marketing opportunities, and challenges based on existing community tourism related infrastructure and resources.
- b) Identify emerging tourism conditions/new trends/niche markets that will assist in shaping the tourism plan for Elkford.
- c) Provide advice in the development and implementation of a tourism strategic plan, including both long-term and short-term objectives.
- d) Propose programs for the enhancement of the image of the community and the development of other amenities and services related to tourism development.
- e) Provide advice on policies and procedures in order to improve the tourism climate.
- f) Provide advice and guidance for the District's marketing plan and initiatives (i.e. trade shows, web page, newsletters, events, market research information, publications, etc.)
- g) Provide advice and guidance for the District's industry development initiatives (i.e. workshops, conferences, business support services, etc.).
- h) Act as a resource and host ambassador for incoming dignitaries and travel trade experts from the tourism industry.
- i) Assist to identify funding sources for tourism projects and programs.

3. Authority

The Committee is a select committee of Council as per section 142 of the *Community Charter*, where at least one member must be a Council member, and where persons who are not Council members may be appointed to a select committee.

4. Membership

- a. Members shall be appointed by Council.
- b. The Committee shall consist of seven (7) voting members as follows:
 - i) One (1) member from District of Elkford Council;
 - ii) One (1) representative from the Chamber of Commerce;
 - iii) Five (5) members from citizens selected "at large" to provide balance in the committee.
- c. Council will appoint a Chairperson.
- d. All members must be residents of the District of Elkford.
- e. Council may, at any time, remove any member of the Committee.
- f. Any member of the Committee may resign at any time upon sending written notice to Council.
- g. Committee members who are absent for three consecutive meetings shall forfeit their appointment unless such absence is authorized by resolution of Council.
- h. Committee members shall serve without remuneration.

5. Tenure

The tenure of the Committee shall be from the first of January to the thirty-first of December of each calendar year, unless that term is varied by Council resolution.

6. Meetings

- a. The Committee shall meet as required in order to adequately address the Scope of Work in a timely manner.
- b. The Committee must establish and post a meeting schedule.
- c. All meetings must be open to the public.
- d. The Committee must follow the District of Elkford Council Procedure Bylaw.
- e. Roberts Rules of Order govern the meeting format.

7. Quorum

Quorum of the committee is the majority of all of its members – Four (4) voting members.

8. Voting

All members of the Committee, including the chair, have a vote. If the votes of the members present at the time of the vote are equal for and against a motion, the motion is defeated. For the purposes of counting the vote, any member who abstains from voting (except for a stated conflict of interest) has their vote counted in the affirmative.

9. Minutes

- a. Meeting minutes must be taken.
- b. The Committee shall be responsible for minutes and shall provide a copy of approved minutes to the Director, Corporate Services within 5 days of approval.
- c. The minutes will be available to the public for review.

10. Reporting to Council

- a. The Chair or designate shall report to Council on behalf of the Committee once every three (3) months, and shall provide other reports to Council, as needed from time to time.
- b. Recommendations of the Committee must be adopted by the Committee prior to presentation to Council.

11. Authority

- a. The Committee does not have the authority to communicate with other levels of government on behalf of the District of Elkford, to pledge the credit of the District, or to authorize any expenditure to be charged against the District.
- b. Members (other than Council members) do not have the authority to speak publicly (e.g. to the media) on behalf of the Committee unless so directed by Council.

12. Staff Support

- a. The Chief Administrative Officer shall appoint a staff member to the committee, as a non-voting member.
- b. Other District staff shall be available from time to time upon request through the Chief Administrative Officer to provide technical and periodic administrative support.

13. Financial Resources

The Committee does not have a specific budget. Financial requests must be submitted to Council for approval.