

TERMS OF REFERENCE

Committee Name: Tourism Advisory Committee

Type: Select

POLICY/AMENDMENT APPROVED BY:	DATE OF COUNCIL MEETING:	SECTION AMENDED
<i>"Wayne Lippert"</i> Mayor	January 26, 2009	ORIGINAL POLICY
<i>"Wayne Lippert"</i> Mayor	January 25, 2010	Council approved a two year term
<i>"Wayne Lippert"</i> Mayor	April 26, 2010	Organizations may appoint alternate to attend and vote on behalf of the organization
<i>"Wayne Lippert"</i> Mayor	June 28, 2010	Increase the number of seats on Committee, specifically Golf Sector
<i>"Wayne Lippert"</i> Mayor	March 28, 2011	Amendments made to the following sections: 1.01-1.02, 2.01-2.03, 3.01, 3.03, 4.0-4.01
<i>"Wayne Lippert"</i> Mayor	June 27, 2011	Amended: Voting members for TAC matters a) Accommodation 4* AHRT - weighted vote 2:1 <i>See * Note</i>
<i>"Wayne Lippert"</i> Mayor	September 26, 2011	Council approved all members to have a two year term

1.0 Committee Purpose

- 1.01 To identify and provide recommendations on opportunities that will improve tourism services, increase the number of tourism related overnight stays in the Vernon area, and serve as support for the Tourism Services function.

- 1.02 Work cooperatively to develop Vernon as a tourism destination through collaboration between the committee, local Tourism sector, Tourism Vernon, and City Council while accessing the expertise within the committee.
- 1.03 To monitor the use of the Additional Hotel Room Tax.

2.0 Duties

- 2.01 Provide support for the implementation of the direction of the Vernon Tourism Development Plan (2010-2015)
- 2.02 Provide input into the annual Marketing work plan and monitor and provide recommendations for the overall use of marketing funds.
- 2.03 Provide advice and recommendations to Council on matters affecting the tourism industry.

3.0 Membership

3.01 Terms of Appointment

All members shall have terms of appointment of two (2) years.

3.02 Appointment by Council

The Committee will be comprised of fourteen (14) members as follows:

Voting Members for TAC matters:

(a) Accommodation	4*	AHRT weighted vote 2:1
(b) Attractions	1	
(c) Outdoor/Sport	1	
(d) Culture/Events	1	
(a) Chamber	1	
(b) DVA	1	
(c) Silver Star Resort	1	
(d) Community at Large	1	
(e) Golf Sector	1	

*Whenever possible, Council will attempt to split the 4 appointments between large and small accommodators.

In the event a Council appointed member of the Chamber of Commerce, DVA or Silver Star Resort is unable to attend a Committee meeting, the organization may appoint an alternate to attend the meeting and vote on behalf of the organization.

Non-Voting Members:

- (a) City Council 1
- (b) Manager, Tourism Services 1

In matters related to AHRT funds, representatives from Accommodation have a weighted vote.

3.02 A Chair and alternate shall be appointed annually by a majority vote of the Committee.

3.03 Staff

An assigned City Staff person is the secretary to the Committee.

4.0 Operations of the Committee

The Tourism Advisory Committee needs to properly manage all conflicts of interest and perceived conflicts of interest. The conflict of interest policy as stated in Section 11.0 of the City of Vernon’s Corporate Policy – Council Committee Structure, is designed to help committee members and the Tourism Advisory Committee achieve its goals through accountability and transparency in Committee operations.

4.01 Meeting Schedule

The Committee will meet once per month or special meetings may be called as required or as determined by the Chair pursuant to the Council Committee Structure Policy.

4.02 Notice of Meeting

Notices of meetings shall be posted on the City Hall bulletin board in accordance with the Council Procedure Bylaw.

4.03 Meeting Open to Public

Committee meetings will be open to the public, and the Committee Secretary may schedule applicants upon approval of the Chair, to speak at the meeting.

4.04 Rules of Procedure

Meeting Agendas

Meeting agendas will be prepared by the Committee Clerk and approved by the Chairperson. The agenda is to be distributed to all members of the Committee at least five days prior to the meeting date. Each member of Council is to be provided with a copy of the approved agenda prior to the meeting.

Minutes

Minutes of the meeting will be recorded by the Committee Clerk and any action items will be undertaken as directed by the Committee. Minutes will be distributed to all members of Council following approval by the Chairperson.

Recommendations

All decisions of the Committee shall be by majority vote. The recommendations of the Committee on items referred to it by Council shall be reported back to Council at the next meeting of Council. A memorandum to Council shall be prepared, outlining the recommendations of the Committee, including the background information and/or reports that have been provided to the Committee.