

<b>To:</b>	Chair and Members of Tourism Advisory Committee
<b>Committee Date:</b>	November 1, 2018
<b>Subject / Report No:</b>	CAOR-TAC-24-18
<b>Title:</b>	Tourism Advisory Committee Revised Terms of Reference
<b>Prepared by:</b>	Bryan Plumstead, Manager of Tourism
<b>Reviewed by:</b>	Kim Wingrove, Chief Administrative Officer
<b>Lower Tier(s) Affected:</b>	All Grey County
<b>Status:</b>	Recommendation adopted by the Committee as presented as per Resolution <i>TAC11-18</i> ; Adopted by Committee of the Whole on November 22, 2018 as per Resolution <i>CW286-18</i> ; Endorsed by County Council on December 20, 2018 as per Resolution <i>CC05-19</i> .

## Recommendation

1. That Report CAOR-TAC-24-18 regarding revised Terms of Reference for the Tourism Advisory Committee be received; and
2. That the revised Terms of Reference for the Tourism Advisory Committee as attached to Report CAOR-TAC-24-18 be endorsed.

## Executive Summary

The Tourism Advisory Committee Terms of Reference required minor revisions following revised roles/title changes and membership changes.

## Background and Discussion

The Tourism Advisory Committee exists to support the County of Grey's Goal 1 in its Corporate Strategic Plan to 'Grow the Grey County Economy' and specifically assist in implementation of "Tourism Destination Development Action Plan."

Committee membership includes: two members of County Council and five members to represent broader tourism interests/sectors and geography of Grey County.

The Chair and Vice Chair are elected from committee members and the Committee reports directly to Committee of the Whole with recommendations being finalized by County Council.

The recommended revisions to the terms of reference have been highlighted and attached to this report. These revisions are minor in nature, reflecting revised roles/title changes and the addition of one bullet under scope of responsibility to recognize the importance of sustainability of Grey County's tourism industry.

## Legal and Legislated Requirements

There are no legal or legislated requirements associated with this report.

## Financial and Resource Implications

There are no financial or staffing considerations associated with this report.

## Relevant Consultation

- Internal – Deputy Clerk/Legislative Coordinator, CAO, Manager of Tourism
- External – none

## Appendices and Attachments

Grey County Tourism Advisory Committee Terms of Reference

## Tourism Advisory Committee

### Purpose

To strategically support the County of Grey's goal 1 within its corporate strategic plan to to grow the Grey County economy and specifically to implement the Tourism Destination Development Action Plan. of securing the County's place as Ontario's recreation jewel and of expanding the prosperity base.

### Scope of Responsibility

- To progressively move towards Grey County Tourism's vision: "Increase sustainable tourism revenues through managing and marketing Grey County as a tourism destination".
- To provide guidance and recommendations on strategies, policies and priorities regarding:
- Monitoring of emerging trends in tourism and for realignment of the County's resources accordingly.
- Utilization of research to build market insight, track performance and guide product development.
- Growth of Grey County Tourism's role as a collaborative tourism leader.
- Monitoring of Grey County Tourism Destination Development Action Plan.
- Enhancing sustainability of Grey County as a tourism destination.

### Voting Membership

- Five members of the tourism industry or public to be selected to represent a cross-section of interest in tourism sectors and geography of locations across Grey County and recommended based on a range of skills and competencies from completion of the membership application attached as Schedule "A". The term of the appointment shall be concurrent with the term of council.
- Annual appointments of two members of County Council.

### Chair & Vice Chair

The Chair and Vice chair shall be elected annually from the voting members.

## Meetings

The Committee shall meet quarterly.

## Quorum

A quorum shall consist of more than 50% of the membership of the Committee.

## Statutory Authority

The Committee is guided by the County's Procedural By-law as well as Provincial Acts and regulations such as the Municipal Act.

## Reporting Relationship

The Tourism Advisory Committee reports directly to the Committee of the Whole with recommendations being finalized by County Council.

## Resources **Lead Staff**

**County** C.A.O.

**Tourism** Manager of Tourism

**Tourism** Specialists

**Deputy Clerk/Legislative Coordinator** **Administrative Support – Assistant to the Tourism Manager**  
**and Economic Development Manager**

**External Agencies will be approached when required**

## Committee Coordination

The Clerk's and Tourism departments will provide staff support and coordination.

## Financial Support

Committee expenses and implementation of the Tourism Destination Development Action Plan are contained within the annual Tourism Department budget.

# Schedule "A"

## Grey County Tourism Advisory Committee Membership Application

Applicants Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_

1. Please provide a short description of why you are interested in serving on this committee?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Please indicate **all** tourism sectors in which you have experience; (Use "C" to indicate current experience and "P" for past experience):

Accommodation		Outdoor Recreation / Activities	
Festivals & Events		Arts & Culture	
Food & Beverage		Shopping / Retail	
Attractions		Other (please elaborate):	

3. Please describe your board or management experience and include current and past private or public sector boards on which you served.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Please indicate the types of skills and competencies you would bring to the Grey County Tourism Advisory Committee as a member;

(Indicate all that apply with an "X"):

Management		Media Relations / Communications	
Government Relations		HR / Labour / Workforce Development	
Research		Marketing	

Education / Academic		Business Development	
Other (please elaborate):			

**Please include your resume when submitting the above form.**