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
Purpose
To strategically support the County of Grey’s goal within its corporate strategic plan 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):

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Outdoor Recreation / Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festivals &amp; Events</td>
<td>Arts &amp; Culture</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>Shopping / Retail</td>
</tr>
<tr>
<td>Attractions</td>
<td>Other (please elaborate):</td>
</tr>
</tbody>
</table>

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"):

<table>
<thead>
<tr>
<th>Management</th>
<th>Media Relations / Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Relations</td>
<td>HR / Labour / Workforce Development</td>
</tr>
<tr>
<td>Research</td>
<td>Marketing</td>
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<tr>
<td>Education / Academic</td>
<td>Business Development</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Other (please elaborate):</td>
<td></td>
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</tbody>
</table>

Please include your resume when submitting the above form.