



# District of Port Hardy

7360 Columbia Street ♦ PO Box 68

Port Hardy BC V0N 2P0 Canada

Telephone: (250) 949-6665 ♦ Fax (250) 949-7433

Email: [general@porthardy.ca](mailto:general@porthardy.ca) ♦ [www.porthardy.ca](http://www.porthardy.ca)



## TOURISM ADVISORY COMMITTEE Terms of Reference

### PREAMBLE

Port Hardy is desirous of enhancing the tourism sectors ability to market and increase demand for tourism in the area and specifically in the Port Hardy municipal area. There is also a strong interest in Port Hardy being able to better respond to tourist visitor needs and desires once they arrive.

Facilitation of tourism is considered an economic benefit to not only the direct tourism sector but also the general economic of Port Hardy. Front line accommodation sector is the first to benefit from tourism however it is recognized that additional economic benefit will result from longer and enhanced tourism visits. Dedicated tourism related marketing funding is needed in order to accomplish goals common to the tourism sector. The most readily available funds are MRDT (Municipal Regional District Tax - or Hotel Tax) funds which are currently levied at 2% of Hotel rates for overnight accommodation.

### MANDATE

The committee will monitor, evaluate, advise and make recommendations to Port Hardy Council with respect to policies and strategic initiatives related to marketing Port Hardy's tourism sector ensuring:

1. Foster cooperation and development of common goals between the Hotel Sector, Visitor information Center , Tourism Port Hardy, and Vancouver Island North Tourism
2. Development and maintenance of a five year strategic and annual tactical plan.
3. Compliance with Destination BC requirements for renewal of MRDT tax levels targeting a 3% tax level for the next five year renewal period
4. Promoting consultation with hoteliers
5. Consultation with stakeholders including the Hotel sector, Visitor Information Center, Tourism Port Hardy,
6. Should 3% tax level not be achievable to negotiate revised sharing percentage levels of the current level of funding with the Regional District (and Vancouver Island North Tourism).

### COMMITTEE GOALS

Short Term - within 6 months

1. Develop and approve 5 year strategic and one year tactical plans.
2. Monitor and provide council with milestone achievements on introduction of a 3% MRDT tax level (Which funds will be used exclusively for marketing) and the required strategic and tactical plans required for same.
3. Alternately the goal would be to renegotiate the sharing percentage of the current funding level.

Long Term - Annually

1. Review reporting and planning requirements, update council as required, review annual reports prior to submission to Destination BC
2. Report to Council as required.



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The committee will utilize materials from the Destination BC website as reference to conduct their work and will be provided assistance from Vancouver Island North Tourism, Tourism Port Hardy, Visitor Information staff, and District staff as required.

## **APPOINTMENT & TERM**

The term for all voting members appointed by council will be for a period of one year. Voting members, who miss three (3) consecutive meetings, where regrets were not received, shall be asked by the chair to reconfirm their commitment to serve on the Committee. At the Discretion of the committee and in consultation with the member, further absences of two (2) consecutive meetings may constitute a report to Council to terminate the appointment and appoint a replacement member.

## **COMMITTEE CHAIR**

A Chairperson (Chair) and a Vice Chair shall be elected from the committee members on an annual basis at the first meeting of the New Year to preside over meetings and Committee business.

The chair, if present, must preside at Committee meetings, if the Chair and Vice Chair are both absent from the committee meeting, the recording secretary shall call the meeting to order and shall call for an Acting Chair to be nominated and selected by resolution.

## **COMMITTEE STRUCTURE AND MEMBERSHIP**

The Tourism Advisory Committee will be comprised of:

- Two Councillors appointed by council
- Chief Administrative Officer
- Director of Finance
- Representative from Vancouver Island North Tourism
- Representative from Tourism Port Hardy
- Representative from Visitor Information Center
- Representative from business community (Chamber of Commerce)
- Representative from Tourism Stakeholders Group

Where consensus is not clear each member shall hold one vote.

The membership shall be maintained at no less than 6 members, unless the committee votes to increase the membership, and quorum can be maintained at the majority of the meetings.

## **COMMITTEE MEETING SCHEDULE**

The committee shall meet initially bi-weekly in the short term and at least semi- annually in the long term, Additional meetings may be at the call of the chair or at the request of any two members. Schedule of meetings will be at the discretion of the chair.



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## QUORUM

Quorum shall consist of half the members plus one.

If quorum is not present within 15 minutes following the time at which the meeting was to commence, the recording secretary shall record the names of the members present at the meeting, and the meeting will stand adjourned.

## AGENDAS, MEETINGS & MINUTES

Regular meetings shall take place on a bi-monthly basis and shall commence at the stated time. Special or ad-hoc meetings shall be at the call of the chair or at the request of any two members. All meetings will held in open session and in a location accessible to the public, except when closure of the meeting is authorized under section 90 of the Community Charter and the Committee adopts a resolution in accordance with section 92 of the Community Charter to close the meeting.

### 1. Conduct of Meetings

Committee members have a responsibility to make decisions based on the best interests of the District at large. Committee meetings shall be conducted in accordance with the requirements of the *Community Charter* and including, but not limited to, the requirements for notice of meetings, the establishment of a meeting schedule, minute - taking, quorum, conduct and debate and voting.

The conduct of meetings shall enable members of the Committee to consider information presented, weigh evidence related thereto, and make informed decisions, and shall follow the rules established by the District of Port Hardy. Committee members will respect the following rules of meeting conduct:

- a) Provide honest, open opinions; and
- b) Agree to disagree; consensus may not always be achieved.

### 2. Notice

The Committee shall provide the Corporate Officer with a copy of their annual meeting schedule on or before December 31st of each year. Notice of the day, hour and place of special meetings shall be given at least three (3) days prior to the meeting by leaving a copy of the notice with the Corporate Officer and with each member of the Committee at the place to which the member has directed such notices be sent.

### 3. Agendas

The Chair in collaboration with staff support shall prepare an agenda for each regular meeting. The order of business is to be as set out in the agenda package to be provided to each member at least twenty-four (24) hours prior to the meeting by the Chair. The staff support shall provide the Corporate Officer with a copy of the agenda a minimum of 24 hours prior to the meeting. Any additions or changes in the prepared agenda may be requested by a Committee member and must be approved by majority vote of the Committee members present at the meeting.



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## 4. Delegations / Public Input

Unless otherwise authorized by the Committee, the public shall only address the Committee when they are a scheduled delegation on the agenda.

## 5. Voting

All voting members of the Committee, including the Chair, vote on every question unless they have declared a conflict of interest and left the meeting. Any member, who does not indicate how they vote, or has left the meeting without declaring a conflict, is counted as having voted in the affirmative to the question.

If the votes are equal for and against, the question is defeated.

## 6. Minutes

Minutes of meetings provide a written record of the Committee's activities and can track the progress of action on recommendations the Committee has made.

Minutes of the meeting will be prepared by the staff support and provided to the Corporate Officer prior to the next regular meeting of Council.

## 7. Conflict of Interest

Members who have a direct or indirect pecuniary interest in a matter under discussion are not permitted to participate in the discussion of the matter or to vote on a question in respect of the matter. The member must not attempt, in any way, whether before, during or after the meeting, to influence the voting on any question in respect of the matter.

If a Committee member has a conflict of interest or a perceived conflict, the member must declare their conflict of interest and leave the room until the discussion on that matter is completed. The identified conflict of interest and the removal and return time of the member must be recorded in the minutes.

## 8. Confidentiality of Information

Committee members are required to keep confidential any financial details or other sensitive information they receive. In order for the Committee to function properly, all parties must be confident and trust that no improper use will be made of the information received.

## 9. Consensus

Consensus will be the guiding principle in every debate as members strive to reach practical and feasible solutions that have, as their ultimate goal, the well-being and security of the municipality.

## 10. Media

When speaking in public or to the media on an issue, Committee members must distinguish whether they are speaking as a member, a representative of another agency or community group or as an individual. Committee members need to convey the public interest and remember that they represent the District of Port Hardy. This means that they must be consistent with the District's position on specific issues.



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Only the Chair or Vice-Chair may speak to the media on behalf of the Committee subject to authorization by Council.

## **AUTHORITY AND REPORTING**

The Committee and its members will not represent themselves as having any authority beyond that delegated by Council.

Recommendations of the Committee must be adopted by resolution prior to presentation to Council for endorsement. The Committee will report to Council and provide other reports to Council as needed from time to time.

The Committee will keep Council informed by providing minutes of each meeting and will provide an annual summary of accomplishments ( MRDT report copies) and strategic and tactical plans as they are developed. The Committee is authorized to communicate with external organizations and agencies to collect information and make inquiries. Where the Committee wishes to express opinions or make recommendations to external organizations and agencies, it must first obtain authorization from District Council in that regard.

## **BUDGET**

Being an Advisory committee only there is no budget established. If the committee deems it required the Committee Chair shall submit a budget request to the Director of Financial Services before September 1st of each year of estimated expenditures for the cost of maintenance and operation of the Committee work.