



# District of Port Hardy

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## TOURISM ADVISORY COMMITTEE TERMS OF REFERENCE

The purpose of the Tourism Advisory Committee, herein referred to as the Committee, is to monitor, evaluate, advise and make recommendations to the District of Port Hardy Council with respect to the policies and strategic initiatives related to marketing and promoting Port Hardy's tourism sector.

### PREAMBLE

Under the advice of the Committee, the District of Port Hardy aims to support the growing tourism sector through the delivery of a comprehensive marketing campaign to promote visitation and tourism to the community.

The Committee membership consisting of representatives from the local government, business community, and regional tourism organizations seeks to improve the marketability and demand for tourism in the local area, specifically within the municipality of Port Hardy. The Committee strives to identify the evolving needs and desires of visitors to the community and strengthen the local tourism sector's ability and capacity to respond to visitor needs and offer exemplary services and experiences.

Facilitation of tourism is considered an economic benefit to not only the direct tourism sector but also to the general economy 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 3% of Hotel rates for overnight accommodation.

### MANDATE

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

## **COMMITTEE GOALS**

It is goal of the Committee to ensure that annual plans reflect initiatives and opportunities that promote tourism and economic growth in the community of Port Hardy. The Committee will review and consider reports, suggestions and recommendations brought forward from service, experience, and accommodation providers and other tourism stakeholders.

1. Review reporting and planning requirements as prescribed by the Ministry of Finance and Destination BC, and update Council as required.
2. Review all annual plans, budgets and reports prior to submission to Destination BC.
3. Report and make recommendations to Council as required.

## **APPOINTMENT OF MEMBERS, TERM & TERMINATION**

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/VICE 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 Committee voting membership will be ideally comprised of:

- Tourism sector representatives (up to 6);
- Indigenous community representatives (up to 3, one from each: Gwa'sala-'Nakwaxda'xw Nations, Kwakiutl First Nation, Quatsino First Nation);
- Regional tourism service provider (1 assigned);
- Two District of Port Hardy Councillors, as appointed by Council (2 assigned);
- Local visitor service provider (1 assigned, when the Visitor Centre is operated independently of the MRDT Service Provider); AND
- Local business association representative (1 assigned, when the local business association is operated independently of the MRDT Service Provider).

Committee Chair and Vice Chair, to be elected from the membership by the membership;

Members may hold more than one assigned position;

Where consensus is not clear, each member shall hold one vote;

Members holding more than one assigned position shall hold only one vote;

The membership shall be maintained at no less than 6 members, the Committee may vote to increase the membership.

### **COMMITTEE MEMBER ROLES AND RESPONSIBILITIES**

The roles and responsibilities of the Committee members include but are not limited to the following:

#### **COMMITTEE CHAIR/VICE CHAIR**

1. Maintain meeting order.
2. Review and prepare agendas.
3. Review meeting minutes.
4. Ensure work is assigned to progress overall Committee objectives.

#### **TOURISM SECTOR REPRESENTATIVES**

1. Provide insight from the tourism industry.
2. Provide feedback to the Committee as required.

#### **INDIGENOUS COMMUNITY REPRESENTATIVES**

1. Provide insight from the represented community.
2. Provide feedback to the Committee as required.

#### **REGIONAL TOURISM SERVICE PROVIDER**

1. Provide advice and guidance to assist in the development of the 5-year strategic and annual plans.
2. Provide support in the completion of annual reporting requirements.
3. Provide feedback to the Committee as required.

#### **DISTRICT OF PORT HARDY COUNCILLOR APPOINTMENTS (TWO MEMBERS)**

1. Inform Council on the initiatives undertaken by the Committee to support tourism.
2. Provide feedback to the Committee as required.

#### **LOCAL VISITOR SERVICE PROVIDER**

1. Assigned only when the Visitor Centre is operated independently of the MRDT Service Provider
2. Advise on seasonal visitation and visitor experiences.
3. Provide direction as needed to support the overall Committee objectives.

#### **LOCAL BUSINESS ASSOCIATION REPRESENTATIVE**

1. Assigned only when the local business association is operated independently of the MRDT Service Provider
2. Provide insight from business community.
3. Provide feedback to the Committee as required.

The Local MRDT Service Provider is contracted by the District of Port Hardy and is responsible for planning, reporting, tactical delivery and administrative duties relating to

Port Hardy's tourism marketing. The Local MRDT Service Provider will act in a supportive capacity to the Committee and is a non-voting position.

#### LOCAL MRDT SERVICE PROVIDER

1. Ensure that marketing and strategic plans reflect the needs of the local tourism industry.
2. Present the annual MRDT Performance Report with Annual Financial Report, and the annual MRDT One-Year Tactical Plan with proposed budget to the Committee for approval prior to submission to Destination BC.
3. Assume a lead role and work collaboratively with other members of the Committee to ensure that a consistent, positive message regarding the benefits of marketing tourism is conveyed to Port Hardy hoteliers and accommodation providers whose support is necessary for the success of the Committee's efforts.
4. Provide feedback to the Committee as desired.

The District of Port Hardy Chief Administrative Officer and Director of Finance will act in a supportive capacity to the Committee and are non-voting members.

#### CHIEF ADMINISTRATIVE OFFICER

1. Act as a liaison between the Committee and Council as required.

#### DIRECTOR OF FINANCE

1. Provide administrative support as required.
2. Coordinate assembly and submission of the MRDT renewal application as required.
3. Keep the Committee informed on the progress and items that may delay progress.
4. Report to Council on progress as required.
5. Prepare renewal bylaws as required.

#### COMMITTEE MEETING SCHEDULE

Meetings shall be held in January, March, May and October to allow the Committee opportunity to receive regular updates about new ongoing marketing initiatives and to review and provide feedback on required budget reporting and tactical planning.

Additional meetings may be at the call of the Committee chair or at the request of any two members. The schedule of meetings will be at the discretion of the chair.

#### QUORUM

Quorum shall consist of 4 voting members.

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 as per the Committee meeting schedule 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 be held in open session and in a location or means 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 community at large. Committee meetings shall be conducted in accordance with the requirements of the *Community Charter* 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 distributing a copy of the notice to the Corporate Officer and to 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.

### **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. 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.

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 Council.

## **BUDGET**

Being an advisory Committee only there is no budget established. If the Committee deems it required, the 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.