



## **Brock Tourism Advisory Committee (BTAC)**

### **Terms of Reference**

#### **1. Definitions**

- 1.1 Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.
- 1.2 Community-based tourism is a type of tourism where local communities invite tourists into their communities, giving them insight into their culture and daily lives. It is a form of sustainable tourism that allows travelers to connect closely to the local community they visit

#### **2. Purpose**

- 2.1 The Brock Tourism Advisory Committee (BTAC) will provide advice and recommendations to the Council of the Township of Brock on matters relating to tourism services, community-based tourism, activities and initiatives within the Township of Brock.

#### **3. Mandate**

- 3.1 The mandate of the Brock Tourism Advisory Committee (BTAC) is to coordinate representation from a wide variety of tourism stakeholders, and municipal and regional staff, whom have a vested interest in furthering tourism development and creating tourism-focused strategic goals for the Township of Brock.
- 3.2 Increase awareness of the economic and social benefits of tourism, and support an enhanced collaboration between industry and government.
- 3.3 Implementation of the tourism action items as identified in the Township of Brock Community Tourism Strategy, which was completed in partnership with Central Counties Tourism in 2019.
- 3.4 Implementation of the recommendations as outlined in the 2018 Township of Brock Business Retention and Expansion study that was focused on tourism.

- 3.5 Improve the quality, the quantity and the sharing of tourism data and strengthen performance measurement and the tracking of visitors for tourism related events.
- 3.6 Support industry to enhance, develop and retain a professional tourism workforce in the Township of Brock.
- 3.7 Attract tourism related investment and continue to develop and enhance tourism products and experiences.
- 3.8 Continue to collaborate with local organizations and groups; including the Brock Board of Trade, historical societies, arts organizations, and sport clubs to help further increase tourism product awareness.
- 3.9 Identify and respond to issues, concerns and government policies that may affect the tourism industry.

#### **4. Term**

- 4.1 Membership on the BTAC shall be concurrent with the term of Council.

#### **5. Composition**

- 5.1 Council shall attempt to ensure that the Brock Tourism Advisory Committee is comprised of seven (7) voting members, appointed by Council, consisting of:
  - One (1) staff representative on behalf of the Township of Brock- non-voting;
  - One (1) staff representative on behalf of the Region of Durham (Durham Tourism)- non-voting;
  - One (1) member of Council;
  - One (1) representative from the Brock Board of Trade;
  - One (1) representative on behalf of a local historical society; and
  - Four (4) community/business representatives on behalf of various tourism sectors including but not limited to; accommodation, retail, attraction, arts and culture, sport, event, culinary and/or recreation.
- 5.2 Depending on the level of interest expressed by individuals and the need to have representatives from different sectors as members, Council may, at its discretion, reduce or increase the number of Committee members.
- 5.3 When considering appointments to the Brock Tourism Advisory Committee, Council shall also attempt to ensure representation from each of the wards of the Township.

5.4 The Mayor is a non-voting ex-officio member of the Brock Tourism Advisory Committee.

5.5 Representatives from other organizations, including, but not limited to Central Counties Tourism, may attend as advisors to the Committee.

## **6. Staff Support**

6.1 Durham Region Economic Development and Tourism staff, specifically the North Durham Tourism Coordinator, will assist with the following staff functions for the BTAC:

- Organizing meetings, preparing agendas and providing content support.

6.2 Township staff, specifically the Clerk or designate, will assist with the following staff functions for the BTAC:

- Recording and distribution of minutes and policy advice

## **7. Membership Selection**

7.1 At the beginning of each Council term, the Township of Brock shall place an advertisement within the newspaper and on its website requesting expressions of interest from individuals who are residents of the Township of Brock.

7.2 Applicants shall be required to submit a written expression of interest outlining their experience and qualifications together with an indication of the particular sector for which they represent.

7.3 Council may also receive applications for membership and may appoint members to the BTAC at any time throughout its term.

7.4 Upon receipt, staff shall review all expressions of interest, consider all candidates' qualifications, and make a recommendation to Council.

7.5 The Township of Brock Term Limits – Advisory Boards and Committees Policy shall be taken into consideration when selecting members to the BTAC.

7.6 All persons appointed to the BTAC shall attend a mandatory Advisory Board and Committee Training prior to their first meeting.

7.7 All members appointed to the BTAC shall be required to adhere to the established by-laws, policies, and procedures of the Corporation of the Township of Brock that pertain to the BTAC.

## **8. Chair/Vice-Chair**

- 8.1 A Chair, whose responsibility will be to chair the meetings in accordance with the Township's procedural by-law, shall be selected by the Committee at the start of each Council term and two years thereafter (each Chair shall be appointed for a two year period).
- 8.2 A Vice-Chair shall also be selected for the same term as the Chair and shall act as Chair when the Chair is absent or unable to fulfill his/her duties.

## **9. Meetings of BTAC**

- 9.1 The Committee shall hold up to eight (8) meetings per year. A schedule of meetings shall be established on an annual basis by the Committee at the final meeting of each calendar year. Meetings shall be scheduled at a frequency established by the Committee that best addresses the workload and objectives of the Committee. In accordance with the requirements of the *Municipal Act*, notice of meetings shall be posted on the municipal website.
- 9.2 All meetings of the Committee shall be open to members of the public.

## **10. Quorum**

- 10.1 A quorum shall consist of a simple majority of appointed voting-members.
- 10.2 If there is no quorum after fifteen (15) minutes of the scheduled start time, the meeting will be cancelled and/or rescheduled.

## **11. Sub-Committees**

- 11.1 The BTAC may form Subcommittees as may be necessary to address specific issues, studies or projects.
- 11.2 The purpose of a Subcommittee shall be to make recommendations on a particular issue to the BTAC, or to assist with the implementation of an assigned project.
- 11.3 Subcommittees will be comprised of at least two (2) members of the BTAC and at least three (3) outside members, as deemed necessary.
- 11.4 The Chairperson of a Subcommittee shall be a voting member of the BTAC.
- 11.5 Minutes of Subcommittee meetings must be approved by the BTAC.

## **12. Deputations**

- 12.1 Any person(s) wishing to appear before the Committee as a deputation must submit a written request to the Chair through the staff designate, advising of the topic or item to which they wish to speak.
- 12.2 All requests must be received at least one week prior to the meeting to ensure the delegation is included in the agenda.

### **13. Annual Work Plan & Budget**

- 13.1 Council and the BTAC shall work jointly in developing an annual work plan. The allocation of fiscal resources necessary to implement the work plan shall be at the discretion of Council.
- 13.2 The BTAC shall attend as a delegation before Council to present its accomplishments and work plan at end of each year. Additional reports or deputations to Council shall be provided, as required.

### **14. Attendance Policy**

- 14.1 Each member of the BTAC shall assume an active role in the Committee's activities. After three (3) consecutive absences, the Chair or staff member shall follow-up with the absent member to determine the cause of the absences. Members who miss three (3) consecutive meetings without providing reasonable cause and/or who are not fulfilling their respective responsibilities, as determined by the Committee, will be deemed to have forfeited their membership.

### **15. Conflict of Interest**

- 15.1 A conflict of interest may arise for Committee members when their personal business interests conflict with the duties and decisions of the Committee. Municipal conflict of interest requirements as defined by the *Municipal Conflict of Interest Act* will apply to the Committee.

### **16. Reimbursement of Expenses**

- 16.1 It is acknowledged that there are no per diems for any Committee positions and it is acknowledged that none of the above positions shall be paid for their services.
- 16.2 All Committee members are considered volunteer positions.

*\*Adopted by Council Resolution No. 34-9 on August 10, 2020.*