



Terms of Reference

Tourism Strategy Committee

MANDATE

The Tourism Strategy Committee will act as the Steering Committee for the duration of the NOTL Tourism Strategy, Masterplan and Action Plan project. The Committee will review recommendations from the NOTL Tourism Strategy, Masterplan and Action Plan and provide input to Council on policies, procedures and plans that should be considered for the purposes of implementing the Plans, in order to foster and advance sustainable tourism and community infrastructure required for the sector, while taking full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the residents.

The Tourism Strategy Committee's role is to:

- a) Act as Steering Committee for the duration of the NOTL Tourism Strategy, Masterplan and Action Plan project
- b) Review recommendations from the NOTL Tourism Strategy, Masterplan and Action Plan and provide input on priorities, in an advisory capacity, to Council and Staff on matters relating to tourism development and infrastructure requirements in support of tourism.
- c) Provide input and advice to the Project Team in developing the NOTL Tourism Strategy, Masterplan and Action Plan.
- d) Participate in the development of tourism programs and initiatives.
- e) Exchange ideas and provide insight, in alignment with Tourism NOTL/Destination Marketing Organization (DMO), about developing trends or the current state of Tourism in NOTL.
- f) Work in partnership with staff and stakeholders/partners to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses, tourists and visitors.
- g) Support projects and initiatives by providing sector specific knowledge and insight.
- h) Maintain integrity and confidentiality of any sensitive information.

QUALIFICATIONS

- Members shall have access to a computer and an email address to receive meeting invitations and agenda packages with large files.
- Members shall be residents of the Town of Niagara-on-the-Lake (Town), work in the municipality or have a place of business in the municipality.
- Members shall have a demonstrated commitment to further developing and sustaining the tourism sector in the Community.

ORGANIZATION

- This committee will consist of no more than nine (9) members; two (2) members of Council, four (4) members of the private sector (tourism industry related), one (1) representative from the Chamber of Commerce/DMO, and two (2) Niagara-on-the-Lake residents.
- Applications for the Tourism Strategy Committee appointments will be publicly requested at the beginning of the NOTL Tourism Strategy, Masterplan and Action Plan project term. Committee Member applications will be reviewed and selected by the Town Council. Committee Members will be appointed by resolution of Council for the duration of the NOTL Tourism Strategy, Masterplan and Action Plan project.

DUTIES & RESPONSIBILITIES

The members shall, by consensus, elect a Chair and a Vice Chair at the first meeting.

Chair's role:

- Chair all regular meetings of the committee and exercises authority and performs duties, as required.
- Ensure that decorum is maintained at each meeting and that the rules of procedure and conduct are observed in accordance with the Town's Procedure By-law No. 5125B-20.
- Ensure that all committee members are provided an opportunity to comment.
- If applicable, assure that all applicants are provided an opportunity to present and comment on committee actions and
- Provides guidance and leadership to the committee in the completion of its mandate.

Vice-Chair:

- Assume all functions of the Chair in the Chair's absence.

Members

- Attend meeting of the committee (if unable to attend notification should be sent the staff liaison as soon as possible prior to the meeting).
- Review agendas and reports sent prior to the meeting.
- Contribute time, knowledge, skill and expertise to the fulfillment of the committee mandate.
- Are cognizant of any conflict of interest or perceived conflict in terms of issues that may service to benefit them personally.
- Act to protect the privacy of individuals with respect to personal information contained in reports and information circulated to the committee.
- Any committee member missing three (3) consecutive meetings without reasonable cause or explanation will be deemed to have resigned from the advisory committee, filling of vacancies for the committee will be considered by Council.
- Periodically review the committee Terms of Reference and recommend changes as required.

Quorum

- A majority of the members of any committee of Council shall constitute a quorum.
- If quorum is not attained within fifteen (15) minutes after the hour set for a meeting, the recording secretary shall call the roll and take down the names of the Members present and the meeting shall stand adjourned until the next meeting is called.

Support Staff

This committee shall be assisted by Town Staff, who will provide expert advice, technical reports, background information and will prepare the recommendations of the committee.

MANAGEMENT OF THE COMMITTEE

Meeting Schedule

- This committee shall meet to coincide with NOTL Tourism Strategy, Masterplan and Action Plan phases and deliverables for the duration of the project.
- Established meeting dates and times will not be changed unless circumstances warrant special consideration.
- All notices of meetings will be posted on the Town's web-calendar (
- The meeting agenda and presentation packages for each Committee meeting will be sent electronically to members one (1) week prior to each meeting

- Subject to the section immediately below, delegations will not be permitted
- The Committee can request to receive a delegation. The request shall be voted and approved by a majority of the members.

Conflict Of Interest

- Members shall avoid conflicts of interest. Members shall take proactive steps to mitigate conflicts of interest to maintain public confidence in the Town and its elected officials.
- Members are encouraged to seek guidance from the Integrity Commissioner and/or legal advice when they become aware that they may have a conflict between their responsibilities to the public as a Member and any other interest.
- All members have the duty to advise of any conflict of interest with respect to all matters before the committee. Members should decline to participate in the disposal of a matter where a real or apparent conflict is present.
- If a member has any conflict of interest on any matter and is present at a meeting at which the matter is the subject of consideration, the member:
 - Should, prior to any consideration of the matter at the meeting, disclose the interest and the general nature thereof;
 - Should not take part in the discussion of any question in respect of the matter; and
 - Should not attempt in any way whether before, during or after the meeting to influence the discussion of the application.

Reporting

- Minutes of this committee will be forwarded directly into the information package unless there are action items, then minutes will be forwarded directly to Council.

Remuneration

- Not applicable
- Committee members will be reimbursed for pre-approved out-of-town meetings requiring mileage and travel expenses through the Director of Corporate Services.

Enabling Legislation

By-law No. 5125-19 (Procedure By-law for the Town)
The Town of Niagara-on-the-Lake Act, 1990