

THE REGIONAL MUNICIPALITY OF YORK

Tourism Advisory Group

TERMS OF REFERENCE

GOAL

The goals of the York Region Tourism Advisory Group are:

- To advise Regional Council and Regional staff in their efforts to promote and build York Regions' reputation as a year-round tourism destination.
- To suggest programs, projects, events and initiatives that enhance the diversity and ensure the sustainability of the tourism industry in York Region.
- To facilitate partnerships and cooperation between tourism industry stakeholders, all levels of government and the Regional Municipality of York.

MANDATE

The York Region Tourism Advisory Group is a voluntary advisory Group authorized by Regional Council and established by Council in accordance with these Terms of Reference. The Advisory Group members are bound by these Terms of Reference and are ultimately responsible to Regional Council. The Advisory Group will report to Regional Council through the Planning and Economic Development Committee.

PURPOSE

The purpose of the York Region Tourism Advisory Group is to:

- Assist Regional Council and staff in developing plans and policies to support and promote tourism in York Region.
- Provide a forum for tourism industry input and information exchange on issues affecting tourism in York Region.
- Review studies, plans and proposals from senior level government or other tourism organizations that may affect tourism in York Region.
- Provide comments and recommendations as requested by Regional Council on matters that may affect tourism.
- Encourage greater public awareness of tourism and act as ambassadors for the tourism industry in York Region.
- Assist in the development of longer-term partnerships and collaborative marketing and promotional opportunities between the Regional Municipality of York and industry stakeholders.

MEMBERSHIP

The York Region Tourism Advisory Group will consist of thirteen (13) members who are appointed by the Regional Chair for a term of three (3) years. A majority of the membership shall constitute a quorum.

The members shall be appointed as follows:

- Member of Regional Council: 1 appointee
- Members from the Tourism Community to consist of a cross section of interest and perspectives including representatives from the Accommodations, Arts and Culture, Retail, Attractions, Events and Recreational sectors located within York Region: 12 appointees.

The Chair and Vice-Chair of the Advisory Group shall be appointed at the first meeting of the Advisory Group and shall serve for the remainder of the calendar year. A member may hold the Chair or Vice-Chair position for a minimum three (3) year term and can retain the position for more than one term through Advisory Group resolution. Should the Chair not be re-appointed, it is intended that the Vice-Chair shall succeed the previous Chair in the subsequent year. The Chair/Vice-Chair should be prepared to devote time between meetings for tourism business and to occasionally make presentations at other meeting.

An Advisory Group Member may have their appointment extended for one additional three year term through Advisory Group resolution.

Openings for membership will be solicited via the appropriate tourism channels and representatives of businesses and organizations from the tourism sector are invited to apply. Applicants will submit a letter of interest to the Region of York Planning and Development Department. New or additional members, with the exception of the Regional Council representative, will be appointed by the Regional Chair upon the submission of a resolution of the Advisory Group

MEETINGS

The York Region Tourism Advisory Group will normally meet on a quarterly basis or as required. The Advisory Group may also invite individuals, interest groups or organizations to appear at any meetings to submit or present information will assist the Advisory Group in carrying out its mandate.

Meetings may be held in various locations throughout the Region, however the meetings will normally be held at the Regional Administrative Centre.

Area Municipal, Chambers of Commerce, Business Improvement Associations, and other tourism related organizations and Government. Staff may be invited to participate in the meetings in an advisory non-voting capacity.

The Advisory Group, by resolution or through its' Chair, may invite individual, interest groups, agencies or consultants to appear at a meeting to submit or present information which will assist the Advisory Group in carrying out its mandate.

Requests by a person or group to appear before the Advisory Group must be forwarded to the Regional Planning and Development Services Department, advising staff of the topic or item to which they wish to address. It is preferable that this should be done at least 15 days prior to the meeting in order to be included in the Agenda.

The minutes of the Advisory Group will be forwarded as part of regular Planning and Economic Development Committee agenda.

All Advisory Group resolutions addressed to Regional Council shall be transmitted to the Planning and Economic Development Committee in a staff report.

The Member of the Planning and Economic Development Committee will also act as liaison to Regional Council.

STAFF SUPPORT AND ADMINISTRATIVE MATTERS

Staff of the Region of York Planning and Development Services Department will be designated to provide administrative, procedural or technical assistance for the Advisory Group. Regional staff will coordinate involvement of other Regional Departments and agencies as necessary, and prepare reports as required by the work of the Advisory Group.

Expenses for the normal ongoing work of the Advisory Group shall be provided as part of the Region of York operating budget.

CONDUCT AND PROCEDURES

Where not specified in these Terms of Reference, conduct and procedures of the Advisory Group will be governed by the relevant sections of the Regional Council Procedural By-Law A-3-70-3 (as revised)

Any member who has a direct or indirect pecuniary interest in a matter before the Advisory Group is required, prior to consideration of the matter at the meeting, to declare the interest and disclose the general nature of the interest. The member shall abstain from the decision-making process by not participating in discussion or voting in respect to the matter at issue, and shall not attempt in any way, whether before, during, or after the meeting, to influence the voting member on the matter. The onus for declaring a conflict of interest rests solely with the individual member.

Amendments to these Terms of Reference can only be made by Regional Council.

