



TERMS OF REFERENCE

Tourism and Economic Development Committee

Whereas, pursuant to Council Procedures By-law No. 2420 Council may establish a special committee to investigate and consider any matter; Hay River Town Council hereby establishes a Special Committee to be known as the “**Tourism and Economic Development Committee**” with the following terms of reference:

INTRODUCTION

1. The Town of Hay River has identified that there is a need to establish a Committee that will advise and make recommendations to support tourism and economic development services of the Municipal Corporation.

SCOPE

2. The purpose of the Tourism and Economic Development Committee is to assist the Town of Hay River in an advisory capacity by considering and making recommendations to Council on tourism and economic development strategies and opportunities.
3. The role of the Tourism and Economic Development Committee is to:
 - a. Advise on strategies and initiatives in regard to tourism and economic development;
 - b. Advise and assist with development and implementation of tourism and economic development strategic and marketing plans;
 - c. Recommend, suggest or bring awareness of opportunities for developing and promoting tourism and economic development;
 - d. Identify emerging markets that would be of strategic value to the community;
 - e. Act as a sounding board in analyzing proposed Town of Hay River policies and procedures related to tourism and economic development;
 - f. Support access to funding for developing and promoting tourism and economic development;
 - g. Support tourism and economic development services provided by the municipal corporation.

MEMBERSHIP

Composition:

4. The Tourism and Economic Development Committee shall consist of nine (9) to ten (10) members appointed at pleasure by Council and shall include the following:
 - a. The Assistant Senior Administrative Officer or Administration delegate (non-voting);
 - b. The Tourism and Economic Development Coordinator (non-voting);
 - c. One (1) Member of Town Council (non-voting);

- d. ITI Ex-Officio (non-voting);
 - e. Five (5) to (6) representatives from the Public at Large.
5. The Public at Large members of the Tourism and Economic Development Committee shall be from such organizations and businesses as:
 - a. Chamber of Commerce
 - b. Hotel/Motel and Food and Beverage Operators
 - c. Tourist Operators
 - d. Construction, Mining or Fishing Industries
 - e. Retail Owners
 - f. Home Businesses
 - g. Banks and Financial Lending Agencies
 6. Desired qualifications for Tourism and Economic Development Committee members. Knowledge or experience in the following areas would be an asset:
 - a. Marketing/advertising
 - b. Tourism & destination marketing
 - c. Visitor servicing/service-based retail
 - d. Economic development
 - e. Board governance
 - f. Strategic analysis and planning
 - g. Leadership experience
 - h. Technology trends and applications
 7. The Tourism and Economic Development Coordinator or Administration designate, non-voting rights, shall provide administrative support to the Tourism and Economic Development Committee.
 8. A Chairperson shall be selected by the Committee from amongst the Public at Large membership
 9. No Member may appoint an alternate to represent that Member and act on their behalf during absences.
 10. If a Member is unable or unwilling to continue to serve on the Committee, for whatever reason, the Committee will inform Town Administration of the vacancy so that it can commence the process to have a new member appointed by Town Council.
 11. If any Member misses three (3) consecutive meetings without approval of the Committee, the Member shall be struck from Committee membership and replaced by Council.
 12. Council may remove any member of the Committee.
 13. Public at Large Members must be in good financial standing with the Town of Hay River.
 14. Members shall be appointed for approximately a three (3) year term with the term expiring on the 31st day of December following each municipal election.

MEETINGS

15. The Committee shall meet bi-monthly to perform the duties of the Committee
16. Special meetings of the Committee may be called at the request of the Chair.
17. A quorum of the Committee shall consist of a majority of the Members. Vacant positions do not count towards quorum.
18. The Committee may, in accordance with the Town of Hay River Council Procedures By-law, conduct all or a portion of any meeting during an in camera session to discuss issues that fall within the permitted categories as set out in Council Procedures By-law No. 2420, if it is determined, by resolution, to be in the public interest to do so.
19. The motion to move to an in camera session must identify the general nature of the topics to be discussed during the in camera session.
20. Regular and Special Meetings dates will be published publicly a minimum of 48 hours ahead of meeting.
21. The Chair may cancel any scheduled meeting of the Committee if it is felt that a quorum will not be achieved or if there are no items for the agenda.
22. All decisions of the Committee shall be in the form of resolutions duly passed by a majority of its Members present.

REMUNERATION

23. The Members of the Committee, including the Chair, shall serve in a volunteer capacity only, with no remuneration.

FINANCE, ADMINISTRATION AND TECHNICAL SUPPORT

24. The Committee shall have no authority to expend or commit financial resources of the Town of Hay River.
25. The Tourism and Economic Development Coordinator shall, in cooperation with the Chair, prepare all meeting agendas and distribute them to Committee Members at least five (5) days in advance of the meeting or as soon thereafter as is possible.
26. The Tourism and Economic Development Coordinator shall prepare minutes of all meetings of the Committee and distribute them within one week to the Committee members.
27. The Tourism and Economic Development Coordinator shall forward all original approved minutes and recommendations of the Committee to the Council Administrator for retention and forwarding to the appropriate Standing Committee of Council.

COMMUNICATIONS

28. Town Committees are Committees appointed by the Town of Hay River (through Council motion) and represent the Town of Hay River.
29. Committee chairs are the spokespeople for Town committees. Media responses are to be coordinated through the Senior Administrative Officer.
30. Any advertising must adhere to the Town's branding guidelines and be approved by the Senior Administrative Officer.

REPORTING RELATIONSHIPS

31. The Committee shall make recommendations through the appropriate Standing Committee of Council.

DUTIES

32. The Chair's responsibilities will be as follows:
 - a. Chair meetings;
 - b. Assist with agenda/meeting preparation in conjunction with the Tourism and Economic Development Coordinator;
 - c. Monitor attendance; contact members as necessary re: absences;
 - d. Vote in the case of a tie;
 - e. Represent the Tourism and Economic Development Committee when presenting recommendations to the appropriate Standing Committee of Council.
33. The Committee Members' responsibilities will be as follows:
 - a. To attend all regular meetings of the Committee;
 - b. To discuss issues pertaining to the Committee without breach of confidentiality; and
 - c. Where it deems advisable, to make recommendations, reached by the majority of its membership, to the appropriate Standing Committee of Council.

CONFIDENTIALITY

34. Committee members are responsible for maintaining the confidentiality of all proprietary or privileged information that they are privy to while serving as a Committee member.

TIMELINE

35. This is an ongoing Committee with no identified timeline for completion at this time.

TERMINATION

36. The Committee shall be considered dissolved upon completion of their term or being otherwise dissolved by resolution of Council.
37. Notwithstanding the above, Council may, by resolution, dissolve the Committee at any time, or amend these Terms of Reference.

Revision History				
#	Revised Section	Revision Description	Revised By	Issue Date
1	All	Policy created	Glenn Smith	April 8 th , 2019 Motion#19-116
2				