



BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Shuswap Tourism Advisory Committee Terms of Reference

DESCRIPTION: Report from Robyn Cyr, Economic Development Officer/Shuswap Tourism/Film Commission, dated May 13, 2019.

RECOMMENDATION: THAT: the amended terms of reference for the Shuswap Tourism Advisory Committee be approved this 16th day of May, 2019.

SHORT SUMMARY:

The purpose of this request is for the Board to endorse the revision of the Terms of Reference for the Shuswap Tourism Advisory Committee (STAC). This Terms of Reference will govern the STAC.

The role of the Shuswap Tourism Advisory Committee is to provide support and recommendations to the Economic Development Officer on Tourism initiatives in the Shuswap region. The Committee will assist to:

- Support long-term tourism business stability and growth in the region.
- Increase the diversity of tourism experiences and product in the region.
- Increase local employment opportunities in the tourism industry.
- Encourage financial investment into the tourism industry in the region.
- Increase targeted marketing and promotion of tourism experiences in the region.

The Shuswap Tourism Advisory Committee is meant to represent a diversity of community members from the tourism business community throughout the Shuswap region and that have an interest in the development and outcome of tourism marketing and promotion and the development of new tourism experiences in the Shuswap region.

Although the Committee has no decision-making authority, the Committee is responsible for approving recommendations that are presented by the Economic Development Officer to the committee on projects that are defined in the annual work plan. All recommendations are presented to the CSR Board for their consideration and approval.

VOTING: Unweighted LGA Part 14 Weighted Stakeholder
 Corporate (Unweighted) Corporate (*Weighted*)

BACKGROUND:

The Columbia Shuswap Regional District (CSR) approved the creation of the Shuswap Tourism Advisory Committee in 1998. The intent of the Shuswap Tourism Advisory Committee is to support tourism business and operators and the marketing and promotion of tourism experiences throughout the Shuswap region. The committee promotes growth through existing tourism business expansion and retention and the attraction of new tourism business in order to create a sustainable tourism economy in the Shuswap region. The Shuswap Tourism region is defined as the Village of Chase, the City of Enderby, the City of Armstrong/the Township of Spallumcheen, the City of Salmon Arm, the District of Sicamous, and the CSR Electoral Areas C, D, E, and F.

The City of Armstrong and the Township of Spallumcheen have just recently joined Shuswap Tourism and the Terms of Reference amendment was required to include representation from these communities.

FINANCIAL:

All costs associated with the Shuswap Tourism Advisory Committee have been allocated within the budget of the Shuswap Tourism function for the delivery of the tourism promotion services of Shuswap Tourism.

KEY ISSUES/CONCEPTS:

The Shuswap Tourism Advisory Committee Terms of Reference was created to govern this committee.

IMPLEMENTATION:

The implementation of this terms of reference, will be led by the Economic Development staff, in partnership with the Shuswap Tourism Advisory Committee.

COMMUNICATIONS:

Regular communication and meeting minutes are provided by the Economic Development Officer for each Shuswap Tourism Advisory Committee meeting to the CSRD Board.

DESIRED OUTCOMES:

That the CSRD Board approve the amended Terms of Reference for the Shuswap Tourism Advisory Committee.

BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

Report Approval Details

Document Title:	2019-05-16_Board_EDTF_058001_Tourism_TOR.docx
Attachments:	- Shuswap Tourism Advisory Committee - Terms of Reference - 2019.pdf
Final Approval Date:	May 13, 2019

This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Lynda Shykora was completed by assistant Jennifer Sham

Lynda Shykora - May 13, 2019

A handwritten signature in black ink, appearing to read "C.A. Hamilton". The signature is written in a cursive, somewhat stylized font.

Charles Hamilton - May 13, 2019