



Columbia Shuswap Regional District

Shuswap Tourism Advisory Committee

TERMS OF REFERENCE

BACKGROUND

The Columbia Shuswap Regional District (CSRD) approved the creation of the Shuswap Tourism Advisory Committee. 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 Salmon Arm, the District of Sicamous, the City of Armstrong, the Township of Spallumcheen, and the CSRD Electoral Areas C, D, E, and F.

1.0 MANDATE

Shuswap Tourism is a community based destination management and marketing organization which assists in tourism development, marketing and promotional services for tourism businesses and operators within the geographic boundaries of the City of Salmon Arm, the Village of Chase, the City of Enderby, the District of Sicamous, the City of Armstrong, the Township of Spallumcheen, and CSRD Electoral Areas C, D, E, and F. These services promote the long-term development and marketing of the Shuswap region to increase visitation for recreational, leisure, or business purposes.

2.0 SHUSWAP TOURISM ADVISORY COMMITTEE ROLE

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 putting forward recommendations, in regards to various topics that will arise during the Shuswap Tourism advisory meetings, and that are presented by the Economic Development Officer in the annual work plan, to the CSRD Board of Directors for their consideration.

3.0 MEMBERSHIP

- 3.1 Calls for expressions of interest for the Committee will be advertised in local newspapers, and on the CSRD and Shuswap Tourism websites and through social media.
- 3.2 The Committee shall be comprised of not more than sixteen (20) members, and not less than ten (10) members, and are able to represent a broad range of perspectives and product diversity in the Shuswap region.
- 3.3 The Committee shall consist of one elected official from the Village of Chase, the District of Sicamous, the City of Salmon Arm, and the CSRD Electoral Areas C, D, E, F, one board member or designate of the Enderby Chamber of Commerce, the Armstrong/Spallumcheen Chamber of Commerce, the Shuswap Trail Alliance, one council member or designate from the Indigenous communities in the Shuswap region, and nine representatives of the tourism business community throughout the Shuswap region. The elected officials may delegate a community or tourism business representative to represent their community and this representation may replace the elected official. The CSRD Economic Development Officer will attend the meetings but is not a member of the committee.
- 3.4 The term for the nine representatives of the tourism business community will be two years.
- 3.5 The Committee should represent a geographically, demographically, and professionally diverse mix of community members that own and operate tourism businesses throughout the Shuswap region.
- 3.6 The Chair and the Vice-Chair will be elected by the Committee and must be duly appointed members of the Committee each year.
- 3.7 If a member of the Shuswap Tourism Advisory Committee fails to attend three (3) consecutive regular meetings, the Board may revoke the appointment of the member, unless the member has been excused by a resolution of the Shuswap Tourism Committee.
- 3.8 All membership appointments to the Shuswap Tourism Advisory Committee will be made by the CSRD Board.
- 3.9 In the event of a vacancy on the Shuswap Tourism Advisory Committee, the Committee and the Economic Development Officer will consider making a recommendation to the CSRD Board to fill this vacancy, if the Committee deems it necessary, for the remainder of the term.

4.0 MEETINGS

- 4.1 The Chair will preside over the Shuswap Tourism Advisory Committee meetings when present and in his or her absence, the Vice-Chair will preside over the meeting.
- 4.2 The Chair and the Vice-Chair of the Shuswap Tourism Advisory Committee will be tourism industry business or community organization representatives.
- 4.3 The Shuswap Tourism Advisory Committee will meet quarterly or more frequently as agreed upon by the members or in response to a request by the Economic Development Officer.
- 4.4 The attendance of ten members at any Shuswap Tourism Advisory Committee meeting shall constitute a quorum.
- 4.5 All minutes of the Shuswap Tourism Advisory Committee meetings are to be recorded and are the responsibility of the Shuswap Economic Development/Tourism department. These minutes will be forwarded to all members, the Board of the CSRD, the District of Sicamous, the City of Salmon Arm, the Village of Chase, and the Enderby Chamber of Commerce within 30 days after each meeting.
- 4.6 If the Chair and Vice-Chair are not present at a duly convened meeting, the CSRD Economic Development Officer will call the meeting to order and the members present will immediately elect a temporary Chair, who must be a member of the Shuswap Tourism Advisory Committee, to preside over the meeting, or until the Chair or Vice-Chair return. Such office is terminated by the entrance of the Chair or Vice-Chair, the end of the meeting or the election of another temporary Chair.
- 4.7 The Economic Development Officer, in consultation with the Chair of the Shuswap Tourism Advisory Committee, will be responsible for preparing the agenda for each meeting.
- 4.8 Notice of the Shuswap Tourism Advisory Committee meeting and the agenda will be delivered to the Shuswap Tourism Advisory Committee members no less than 7 days prior to the Shuswap Tourism Advisory Committee meetings.

5.0 MEETINGS AND PROCEDURES

- 5.1 The Shuswap Tourism Advisory Committee members are required to:
 - (a) Work in an atmosphere of mutual respect;
 - (b) Remain accessible to each other, the Board and CSRD staff; and,
 - (c) Regularly share and disseminate information among all Shuswap Tourism Advisory Committee members and the consultant on a timely basis.
- 5.2 The Shuswap Tourism Advisory Committee will meet four times annually or more if required to fulfill the mandate of Shuswap Tourism.
- 5.3 Meetings will be scheduled by the Economic Development Officer and approved by the Shuswap Tourism Advisory Committee at the beginning of each calendar year.

- 5.4 The Economic Development Officer will prepare a written agenda and copies of all necessary documentation for each meeting, in consultation with the Chair, and will be circulated to all Shuswap Tourism Advisory Committee members seven days in advance of the committee meeting.
- 5.5 A quorum for the Shuswap Tourism Advisory Committee meetings will consist of a minimum of ten (10) of the appointed members. If a quorum is not present within thirty minutes after the scheduled meeting start time, the Chair will record the names of the members present and the Shuswap Tourism Advisory Committee meeting will stand adjourned until the next meeting called by the Economic Development Officer.
- 5.6 All matters brought forth to the Board by the Shuswap Tourism Advisory Committee meeting will be decided by a majority of the members of the Shuswap Tourism Advisory Committee present at the meeting.
- 5.7 Voting:
- (a) All members of the Shuswap Tourism Advisory Committee, including the Chair, must vote on every motion unless they have declared a conflict of interest and have left the meeting;
 - (b) Any member present who does not vote is counted as having voted in the affirmative; and,
 - (c) A tie vote on a motion results in that motion being defeated.
- 5.8 Where any member of the Shuswap Tourism Advisory Committee or his or her family, employee or business associate(s) has any conflict of interest with the matter being considered by the Shuswap Tourism Advisory Committee, that member will declare this state and absent him or herself immediately from all aspects of that consideration. After making this declaration, the Shuswap Tourism Advisory Committee member must not take part in any discussion of the matter and is not entitled to vote on any question in respect of the matter.
- 5.9 Shuswap Tourism Advisory Committee community members serve without remuneration but, at the discretion of the CSRD, may be paid for expenses that require them to attend meetings that arise directly out of the performance of their duties.

6.0 ORDER OF BUSINESS

- 6.1 The general order of business at a meeting should include:
- (a) Call to Order
 - (b) For each agenda item:
 - I. Staff presentation
 - II. Shuswap Tourism Advisory Committee discussions
 - III. If applicable, Shuswap Tourism Advisory Committee recommendations
 - (c) New Business
 - (d) Adjournment
- 6.2 Shuswap Tourism Advisory Committee minutes are to be completed by the Shuswap Economic Development department and must contain the following:
- (a) Date, time and location of the meeting or special meeting;

- (b) Members of the Shuswap Tourism Advisory Committee present and absent;
- (c) Items dealt with by the Shuswap Tourism Advisory Committee - agenda additions/deletions;
- (d) Delegations, if any, who made representations to the Shuswap Tourism Advisory Committee;
- (e) Brief summary notes of discussions of the items dealt with by the Shuswap Tourism Advisory Committee ;
- (f) Recommendations of the Shuswap Tourism Advisory Committee;
- (g) The Mover and Seconder of a motion.

6.3 The Shuswap Tourism Advisory Committee Chair must sign the minutes. The meeting minutes must be completed and submitted by the Shuswap Economic Development/Tourism department.

6.4 The minutes of all Shuswap Tourism Advisory Committee meetings will be retained by the Regional District and are the responsibility of the Shuswap Economic Development/Tourism department. These minutes will be posted on the CSRD and the Shuswap Tourism websites, and made available to the public upon request.