



# BOARD REPORT

**TO:** Chair and Directors

**File No:** 0580 01

**SUBJECT:** Shuswap Tourism Advisory Committee – Terms of Reference

**DESCRIPTION:** Report from Stephanie Goodey, Tourism Marketing Coordinator dated July 12, 2022.

**RECOMMENDATION:** THAT: the Terms of Reference for the Shuswap Tourism Advisory Committee be approved;

AND THAT: the Board direct staff to commence recruitment of new members for the Shuswap Tourism Advisory Committee, this 21<sup>st</sup> day of July, 2022.

## SHORT SUMMARY:

The purpose of this request is for the Board to endorse the newly created Terms of Reference (TOR), included with this report, for the Shuswap Tourism Advisory Committee. This Terms of Reference will govern the Advisory Committee.

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<b>VOTING:</b>	Unweighted Corporate	<input type="checkbox"/>	LGA Part 14 (Unweighted)	<input type="checkbox"/>	Weighted Corporate	<input type="checkbox"/>	Stakeholder (Weighted)	<input checked="" type="checkbox"/>
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## BACKGROUND:

In 2021, the CAO and Shuswap Tourism Stakeholders paused the Shuswap Tourism Advisory Committee. This decision was made to allow time for the CSR D staff to replace the previous Shuswap Tourism Manager and to allow time for internal planning. With these changes, it became apparent that the Shuswap Tourism Advisory Committee TOR had become outdated and needed an update to reflect the recent changes.

During 2021 and early 2022, CSR D staff and Shuswap Tourism Stakeholders met multiple times to discuss the revisions of the Terms of Reference for the Shuswap Tourism Advisory Committee. Together, the stakeholders created a TOR that accommodates the needs for both staff and stakeholders. The TOR ensures that stakeholder, staff, and industry members can work collaboratively.

The intent of the Shuswap Tourism Advisory Committee (the Committee) is to support the regional Destination Marketing Organization (DMO), Shuswap Tourism, in marketing and promoting tourism experiences; coordinating long term destination planning; and management of tourism assets and sustainability. The Shuswap Tourism region is defined within the CSR D boundaries of the City of Salmon Arm, the District of Sicamous, and Electoral Areas C, D, E, F, and G; and may include the gateway communities of the Village of Chase, the City of Enderby, and the City of Armstrong. The Committee will be comprised of both elected officials and local tourism representatives and is to provide input and support to Shuswap Tourism. The Terms of Reference will be a dynamic document that can evolve to accommodate the changing needs or growth of Shuswap Tourism.

The role of the Committee is to provide input and recommendations to the CSR D and Shuswap Tourism on tourism initiatives including:

- Partake in strategy sessions to update and maintain the 5-year strategic plan.

- Provide recommendations of ideas to the annual work plan that accompany the goals and deliverables stated in the 5-year strategic plan.
- The Committee is responsible for putting forward recommendations to the CSR board regarding various topics that will arise during the committee meetings.

**FINANCIAL:**

All costs associated with the Shuswap Tourism Advisory Committee have been allocated within the budgets for Shuswap Tourism.

**IMPLEMENTATION:**

The implementation of the newly created Terms of Reference will be led by the Team Leader, Shuswap Tourism, in partnership with the Corporate Services staff.

**COMMUNICATIONS:**

Shuswap Tourism staff will provide regular communications to the CSR Board.

**DESIRED OUTCOMES:**

That the Board endorse the staff recommendation.

**BOARD'S OPTIONS:**

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

**Report Approval Details**

Document Title:	2022-07-21_Board_ST_Shuswap_Tourism_Advisory_Committee_TOR.docx
Attachments:	- Shuswap Tourism Advisory Committee TOR FINAL.pdf
Final Approval Date:	Jul 12, 2022

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



Morgen Matheson



Jennifer Sham



Jodi Pierce