



**Columbia Shuswap Regional District**

# **Shuswap Tourism Advisory Committee**

## **TERMS OF REFERENCE**

### **BACKGROUND**

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 CSRD 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 following Terms of Reference will be a dynamic document that can evolve to accommodate the changing needs or growth of Shuswap Tourism.

### **1.0 MANDATE**

The mandate of Shuswap Tourism is to function as a community-based destination management and marketing organization which conducts tourism development, marketing, and promotional services within the geographic boundaries of the service region.

### **2.0 VISION**

The Shuswap is a four-season destination where the development of tourism is based on a shared commitment to quality, sustainability, regional collaboration, and integrated planning. Its authentic visitor experiences are shaped by its well-managed access to pristine lakes and backcountry, its creative and Indigenous culture, and its notable sport opportunities.

### **3.0 THE SHUSWAP TOURISM ADVISORY COMMITTEE ROLE**

The role of the Committee is to provide input and recommendations to the Team Leader 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 CSRD Board regarding various topics that will arise during the committee meetings.

#### 4.0 STAFF GOALS

The Team Leader and staff will implement the following goals as they apply to the current and future 5-year strategic plan; 2017-2023 (*current*) and 2024-2029 (*to be completed in 2023*).

##### **Goal Statement #1 – Marketing the Four-Season Shuswap Experience**

- Collaborate with industry and other stakeholders to foster development to fill gaps in products and services
- Collaborate with Indigenous communities to incorporate authentic experiences
- Support the development of these experience and lead the promotional efforts.

##### **Goal Statement #2 – Visitor Information Sharing**

- We will provide visitors with information when/where/how they need it to support longer lengths of stay and increase spending
- Educate and work with stakeholders and community at-large to provide visitor information.

##### **Goal Statement #3 – Maintain DMO Effectiveness by Engaging Stakeholders, Capabilities and Marketing Methods**

- Invest in the right capabilities and agency partners to optimize Shuswap Tourism's marketing activities. (Such as: DBC, TOTA, and tourism marketing agencies)
- Lead the industry by bringing knowledge and tools to deliver and promote the Shuswap experience.

#### 5.0 MEMBERSHIP

All members of this Advisory Committee may be entitled to vote on recommendations. Membership will be comprised of three distinct member groups comprised of Stakeholders, Indigenous, and Industry members. Details of the member groups are as follows:

- a) Stakeholder members will include one elected official from each jurisdiction which provides a financial contribution under the Service Establishment Bylaw. Stakeholder members include one elected representative (or designated alternate) from each of:
  - the District of Sicamous
  - the City of Salmon Arm
  - CSRD Electoral Areas C, D, E, F, G
- b) Indigenous members would include one staff or council member from each band in the Secwepmc territory within the Shuswap Tourism boundaries. This includes:
  - Little Shuswap Indian Band
  - Splatsin
  - Neskonlith
  - Adams Lake Indian Band
- c) Industry members will be appointed by CSRD Board after a submitted expression of interest designed to identify individuals having a specific experience/knowledge of tourism or destination marketing, visitor services or related and relevant skills. Preference will be given to these individuals that capture broad representation from a wide range of tourism sector knowledge and/or experience such as:
  - Accommodators

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- Arts, culture, heritage
- Restaurants/retail
- Activity operators/organizations
- Sports tourism
- Wine, beer, spirit, or cider producers
- Agri-tourism
- Marinas

In total, the member groups will consist of up to twenty-one seats. Seven seats for the stakeholder members, up to four seats open to the indigenous members and up to ten seats open to the industry members.

5.1 The Chair and the Vice-Chair will be elected by the Committee and must be duly appointed members of the Committee each year.

5.2 The Chair of the Shuswap Tourism Advisory Committee will be a stakeholder member.

5.3 If a member of the Committee fails to attend three (3) consecutive regular meetings, the committee may recommend to the Board to request the appointment of a new member, unless the member has been excused by a resolution of the Committee.

5.4 Participation of gateway communities (ex. Enderby, Armstrong & Chase) in programs, promotions and activities of Shuswap Tourism is welcome on a fee-for-service basis negotiated by the CSRD staff.

5.5 Shuswap Tourism Advisory Committee members serve without remuneration.

## **6.0 VOTING**

The Committee makes voting decisions by consensus. If consensus is not possible, the default for voting decisions is majority. It is important to note that the advisory committee's purpose is to make recommendations to the CSRD Board for potential marketing and strategic workplans. Recommendations may be provided to the team leader to help assist in the creation of marketing and strategic workplans. Final budgets will be submitted for approval at the CSRD Board level.

### **6.1 Voting**

- a) All members of the Committee, including the Chair, must vote on every non-financial 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.
- d) Only Stakeholder members will vote on financial matters

6.2 Where any member of the Committee or their family, employee or business associate(s) has any perceived conflict of interest with the matter being considered by the Committee, that member will declare the conflict and absent themselves immediately from all aspects of that consideration. After declaring a conflict of interest, the 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.

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## **7.0 MEETINGS**

- 7.1 The Chair will preside over the Committee meetings when present and in their absence, the Vice-Chair will preside over the meeting.
- 7.2 The Committee will meet a minimum of two times per year. Upon request, members may call additional Stakeholder meetings to address specific concerns in consultation with the Team Leader.
- 7.3 The attendance of 50% +1 of the voting membership at the Committee meeting shall constitute a quorum.
- 7.4 All minutes of the Committee meetings are to be recorded and are the responsibility of the Shuswap Tourism department. Draft minutes will be forwarded to all committee members within 30 days after each meeting.
- 7.5 If a quorum is not present within fifteen minutes after the scheduled meeting start time, the Chair will record the names of the members present and the Committee meeting will stand adjourned until the next meeting called by the Team Leader.
- 7.6 Tourism Staff will be responsible for preparing the agenda for each meeting.
- 7.7 Notice of the Committee meeting and the agenda will be delivered electronically to the Committee members 3 business days prior to the Committee meetings.
- 7.8 The Committee members will:
- a) Work in an atmosphere of mutual respect and adhere to Policy A-67 Code of Ethics Policy,
  - b) Remain accessible to each other, the Board and CSRD staff,
  - c) Regularly share and disseminate information among all Committee members on a timely basis, and
  - d) Work toward consensus wherever possible.
- 7.9 Meetings will be scheduled by the Team Leader and approved by the Committee at the beginning of each calendar year.

## **8.0 ORDER OF BUSINESS**

- 8.1 The general order of business at a meeting should include:
- a) Call to Order
  - b) For each agenda item:
    - i. Staff presentation (If applicable)
    - ii. If applicable, Committee motions
    - iii. Engagement Roundtable for all members (Specific topics to be determined & engagement lead by Staff)
    - iv. If applicable, Committee votes
  - c) New Business
  - d) Stakeholder Group (If financial recommendations are applicable)
  - e) Adjournment

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8.2 Committee minutes are to be completed by the Shuswap Tourism department and must contain the following:

- a) Date, time, and location of the meeting or special meeting;
- b) Members of the Committee present and absent;
- c) Items dealt with by the Committee - agenda additions/deletions;
- d) Delegations, if any, who made representations to the Committee;
- e) Brief summary notes of discussions of the items dealt with by the Committee;
- f) Recommendations of the Committee;
- g) The Mover and Secunder of a motion, and final vote count.

8.3 The Committee Chair must sign the minutes. The meeting minutes must be completed and submitted by the Shuswap Tourism department.

8.4 The minutes of all Committee meetings will be retained by the Regional District and are the responsibility of the Shuswap Tourism department. These minutes will be posted on the CSRD website.