

Tourism & Marketing Advisory Committee Terms of Reference

1. The Tourism & Marketing Advisory Committee is an Ad-Hoc Committee of Council whose mandate is:
 - (a) To provide strategic input and advice to Council and staff on matters pertaining to destination development and tourism service delivery in the City of Port Colborne;
 - (b) To serve in a non-governance capacity with a focus on provision of advice and recommendations for consideration.

2. The principal responsibilities of the Tourism & Marketing Advisory Committee are:
 - (a) Advise on the types and forms of tourism products, and investment and infrastructure development opportunities in Port Colborne;
 - (b) Advise on municipal funding for tourism services in Port Colborne;
 - (c) Advise staff in its strategic marketing of tourism and specific initiatives to enhance destination development;
 - (d) Work in partnership with the business community and provide community leadership to maximize consumer awareness of the destination;
 - (e) Monitoring of emerging trends in tourism and for realignment of the City's resources accordingly;
 - (f) Advise on potential partnerships;
 - (g) Provide a conduit to the local hospitality and tourism business community;
 - (h) Identify barriers and opportunities in the community to direct strategic direction;
 - (i) Advise on the dissemination of information from the City to the local business community and partners;
 - (j) Other issues as requested by Council and staff.

3. The Tourism & Marketing Advisory Committee shall consist of the following voting and non-voting members:
 - (a) Up to eight voting members including one representative from City Council, one representative from the Port Colborne-Wainfleet Chamber of Commerce Board of Directors, one representative from the Niagara's South Coast Tourism Association Board of Directors, one representative from the Main Street Business Improvement Area Board of Directors, one representative from the Downtown Port Colborne Business Improvement Area Board of Directors and up to three voting members from the Port Colborne hospitality and tourism business community to be appointed by resolution of Council;
 - (b) Non-voting members of staff who shall be designated by the Chief Administrative Officer and who shall act as a resource persons, recording secretaries and shall provide administrative support to the Committee;
 - (c) The members from the Port Colborne-Wainfleet Chamber of Commerce and Niagara's South Coast Tourism Association must be a residents of Port Colborne or affiliated the Port Colborne business community;

- (d) If any organization listed in subsection (a) is unable to supply a representative to serve on the Tourism & Marketing Advisory Committee, that position shall be held in abeyance until a suitable appointment is made;
 - (e) In the case of a vacancy for any cause other than expiration of term, the member appointed to fill the vacancy shall hold office for the balance of the term of the member whose place is vacant.
4. All meetings of the Tourism & Marketing Advisory Committee shall be open and no person shall be excluded therefrom except for improper conduct or except matters identified in Section 239(2) of the *Municipal Act, 2001*, S.O. 2001, c.25.
 5. All members of the Committee shall serve without remuneration excepting that the remuneration of the non-voting staff member shall be governed by the Administrative Policies of the City of Port Colborne or the collective agreement whichever is applicable.
 6. The Chair, or in his/her absence the Vice-Chair, shall call a meeting of the Tourism & Marketing Advisory Committee on a bi-monthly basis. Meetings shall also be called upon a written request from Council or a majority of Committee members for the consideration of any business within the Committee's mandate.
 7. A quorum of the Tourism & Marketing Advisory Committee shall consist of a majority of sitting, voting members; vacant seats shall count as seats for the purpose of calculating a quorum.
 8. Subject to such limitations and restrictions as the Council may herein or hereafter either by resolution or by-law impose the Tourism & Marketing Advisory Committee shall:
 - (a) Appoint from the voting members a Chair and a Vice-Chair;
 - (b) Make regulations governing its proceedings, the calling of meetings, and the conduct of its members;
 - (c) Provide reports to Council as requested.
 9. The Committee shall hold public meetings when, in their opinion, the issues being discussed require community input. Notice of a public meeting shall be given in the local newspaper(s) no less than five days in advance of the meeting.
 10. The minutes of all Tourism & Marketing Advisory Committee meetings shall be recorded and distributed to Committee Members and to the City Clerk for safekeeping and inclusion on the next regular Council Agenda. The minutes shall be open to inspection in accordance with Section 253(1) of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended and such minutes will be posted on the City's website.

The above Terms of Reference form Schedule A to By-law 6296/122/15.