



The Corporation of the Village of McBride

Village of McBride Tourism Committee

Terms of Reference

A. Definitions

Select Committees of Council

A council may establish and appoint a select Committee to consider or inquire into any matter and to report its findings and opinion to the council.

1. At least one member of a select Committee will be a council member.
2. Subject to subsection (a), persons who are not council members may be appointed to a select Committee.
COMMUNITY CHARTER [SBC 2003] CHAPTER 26 SECTION 142
3. The Village of McBride Tourism Committee is a Select Committee of Council and will operate in accordance with the Village of McBride COUNCIL PROCEDURE BYLAW 771.2017, PART 8.

B. Purpose

The *Village of McBride Tourism Committee (the Committee)* exists to monitor, evaluate, advise and make recommendations to the Council of the Village of McBride with respect to policies and strategic initiatives related to tourism, marketing, tourism promotion and tourism product development.

C. Guiding Principles

The guiding principles for the implementation of tourism marketing, tourism promotion, and tourism product development are derived from the Municipal and the McBride Regional District Tax (MRDT) Five-year Strategic Business Plan and MRDT program principles adopted by DestinationBC:

1. Effective tourism marketing, programs, and projects
2. Effective local-level stakeholder support and inter-community collaboration
3. Coordinated and complementary marketing efforts to broader provincial marketing strategies and tactics
4. Fiscal prudence and accountability.
(DestinationBC website)

D. Municipal and Regional District Hotel Room Tax Program (2%)

Facilitation of tourism will provide economic benefits across sectors in and around McBride. Dedicated tourism related funding is needed in order to accomplish goals common to the tourism sector and identified in the McBride Tourism Master Plan. MRDT implementation in McBride will commence on August 1, 2021.

Under direction of the Village of McBride, the Committee will:

1. Provide input and recommendations to Council relating to the execution of the MRDT Five-year Strategic Business Plan and annual budget;
2. Review and consider reports, suggestions and recommendations brought forward from service, experience, accommodation providers and other tourism stakeholders;
3. Support development of annual MRDT plans, reports and budgets prior to submission to MRDT; and,
4. Report and make recommendations to Council as required

E. Committee

Composition

1. The Committee will be comprised of eleven (11) voting members as follows:
 - a) two (2) members representing the Accommodation Sector (Hotels/Motels);
 - b) one (1) member representing the Accommodation Sector at Large (vacation rentals, B&Bs, campgrounds and RV parks);
 - c) one (1) member representing the Chamber of Commerce;
 - d) one (1) member representing Outdoor Recreation Activities/Winter;
 - e) one (1) member representing Outdoor Recreation Activities/Summer;
 - f) one (1) member representing the McBride Visitor's Centre or the contractor who operates the Visitor Centre;
 - g) one (1) member representing Dining Establishments/Restaurants;
 - h) one (1) member representing the Tourism Sector at Large;
 - i) one (1) member representing Arts/Culture/Museum; and,
 - j) one (1) member of Village Council
2. The total of voting members is eleven (11).
3. Current voting members will be listed in Schedule "A" which will be amended by Council from time to time.
4. One (1) non-voting Village Staff member will also participate in the meetings and assist the Committee.
5. Should Council wish to alter the size of the Committee, members of the Accommodation Sector shall always represent at least 27% of the total of the voting membership of the Committee.

Appointments

6. Five (5) voting members shall be appointed for a two-year term and five (5) voting members for a one-year term to ensure continuity. The voting Council member will be appointed to the Committee for the entirety of their current term in office.
7. Term appointments will be determined by the Committee. At a minimum, one (1) member from the Accommodation Sector will be appointed for a two (2) year term.
8. If there are vacancies due to resignation or completion of term, the Village will solicit for new members, review the applications, and make recommendations to Council for the appointment of new members. If replacing a resigned member, new appointees will fulfill the remainder of the vacant term.
9. Members representing organizations may be requested to submit a letter of confirmation from their organization.

Elections

10. Members representing the accommodation sector will be elected by establishments that participate in the MRDT if there are more than three (3) candidates.
11. Chair elections will be held every January.

Duties of voting members

12. Members will attend all regular meetings. If a member fails to attend three (3) consecutive meetings, or fails to attend 75% of all meetings in one calendar year, without good cause, then the Village Council may rescind his/her appointment.
13. Sub Committees are advisors to the Tourism Committee only and will make recommendations to the Committee for vote/approval. Sub Committees comprised of 2 or more Committee members.

F. Meetings and other Procedures

Place and Time of Meetings

14. The date, place and time of the Committee meetings will be defined by the Committee and brought back to Council for final approval.
 - a) At its first meeting after its establishment the Committee will establish a regular schedule of meetings.
 - b) The chair of the Committee or Village Administration may call a meeting of the Committee in addition to the scheduled meetings or may cancel a meeting.

Quorum and Chair

15. A quorum will be the majority of the number of voting members and will include one (1) representative from the Accommodation Sector.
16. The Chair, Past Chair or a representative from the Accommodation Sector will preside each meeting.

Meeting Rules

17. All Committee meetings are open to the public, as per the Council Procedure Bylaw, Part 4, 11. (1), (2), (3), and (4).
18. The Committee will follow the Council Procedure Bylaw which may be updated from time to time [see section A. DEFINITIONS 3. above].

Business at Regular Meetings

19. Unless otherwise resolved by Council, the Agenda for regular Committee meetings is set out as follows:
 - Call to Order
 - Introduction of Late Items
 - Approval of Agenda
 - Adoption of Minutes
 - Delegations
 - Unfinished Business
 - Correspondence
 - New Business
 - Financial and other Reports
 - Next Meeting
 - Council Recommendations
 - In-Camera (if required)
 - Adjournment

Agenda and Minutes

20. Non-voting Village Staff member will solicit Committee members for agenda items, prepare the agenda for each meeting and distribute the agenda by email to all members of the Committee
21. Non-voting Village Staff member present at the meeting will be responsible for keeping, preparing and posting publicly, the minutes of the meetings.

Electronic Participation

22. A Committee member who is unable to attend a Committee meeting may participate in the meeting by means of electronic or other telecommunication devices.
23. To make a decision under time constraints, notification will be sent to Committee members by email, text and/or phone so that an email vote may be taken. Emails must be sent to the assigned non-voting Village Staff member by the end of the following business day.

Communications

- 24. Communications with outside agencies to coordinate meetings with or presentations to the Committee or to request information will be coordinated through the Village office.
- 25. Committee messaging or communications will be vetted through the Village office for legality and brought before council as required prior to distribution.

Recommendations to Council

- 26. When the Committee wishes to recommend to Council a specific action, the recommendation will be brought forward at the Committee meeting in the form of a motion and then the final decision will be made by Council, and recorded in the Village Council minutes before the action can be implemented.
- 27. Recommendations on complex issues may require a presentation by a Committee delegation to Council; dates and time for the presentation will be arranged with Village Staff.

Disputes

- 28. In order to settle any dispute in the language within these Terms of Reference, the Committee will use firstly the Procedure Bylaw of the Village of McBride then the Robert's Rules of Order, and finally the Community Charter. If there is still uncertainty, the dispute will be forwarded to Council.

Adopted by Council

August 10, 2021

Resolution # 110608.21

Schedule A

Members: Representing **Accommodation Sector** (Hotels/Motels)

Georgina Kirby

Manwinder Dhillon

Member: Representing the **Accommodation Sector at large** (Vacation Rentals, B&Bs, Campgrounds and RV Parks)

Jill Philpott

Member: Representing the **Chamber of Commerce**

Linda Fry

Member: representing **Outdoor Recreation Activities/Winter**

TBD

Member: representing the **Outdoor Recreation Activities/Summer**

Eileen MacDonald

Member: representing the **McBride Visitor's Centre or the contractor who operates the Visitor Centre**

Dannielle Alan

Member: representing **Dining Establishments/Restaurants**

Fran Chiupka

Member: representing the interests of **Tourism at Large**

Russ Purvis

Member: representing the **Arts/Culture/Museum**

Sheilagh Foster

Member representing **Village Council**

Allan Frederick, Councillor

Adopted by Council

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