

Tourism Committee Terms of Reference

Purpose/Objective

The Tourism Committee will strive to stimulate and encourage the development of local tourism efforts within the Town of Truro and to the Truro region. The Committee is responsible for identifying strategic priorities and ensuring that there is an alignment between the tourism related objectives of the Committee with those of various other local partners and between other local and regional initiatives. The Committee is to guide and advise Council in the development and implementation of priorities for tourism in the Truro region.

Appointment of the Committee

Membership of the Committee should attempt to include partners working within the Tourism industry in an effort to consolidate activities of various stakeholders and work off a partnership based approach to local tourism development.

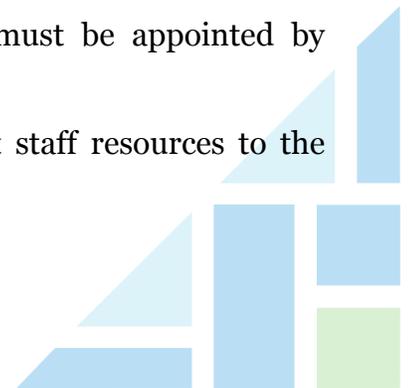
Representatives from a wide range of stakeholders are appointed by Council and will include members as follows:

- 2 members of Truro Town Council;
- 4 representatives from tourism operators and businesses.

It is recommended that representatives are appointed on the basis of their ability to facilitate action on behalf of their individual organizations for the benefit of the local tourism industry and should have good familiarity with the local tourism/hospitality industry.

Committee members, including any replacement members, must be appointed by Council.

The Town of Truro Chief Administrative Officer shall appoint staff resources to the Committee as required.



Committee members serve as volunteers and shall serve without any remuneration. Committee members' expenses which relate directly to the Committee shall be undertaken by the Town of Truro, as deemed acceptable by Town Council.

Appointments shall be annually for a period of up to three years with any such member so appointed eligible for one further term of appointment. Appointments shall be made by Council at a regular public meeting.

The Chair and Vice Chair of the Committee shall be elected by the Committee. Members so elected shall hold the positions for a period of one year, after which a new Chair and Vice Chair shall be elected by the members of the Committee, with the provision that the existing Chair and Vice Chair shall be eligible for re-election to either of the two positions.

A quorum consists of four voting members.

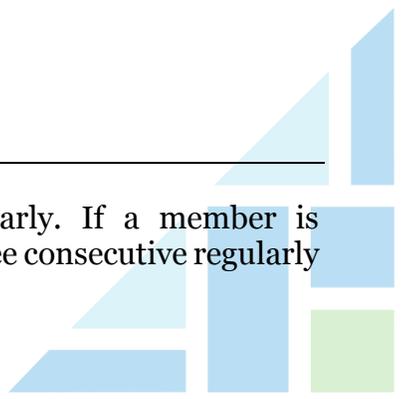
Responsibilities of the Committee

The Committee exists to:

- a) Set priorities and goals for local tourism in the region;
- b) Identify a strategy for local tourism in the region;
- c) Review any external local tourism development opportunities, provide advice and recommendations to Town Council on these opportunities as to the fit of these opportunities;
- d) Oversee the development of tourism locally by helping to strengthen the overall "visitor experience" through marketing and product development initiatives;
- e) Ensuring the local tourism development initiatives incorporate the Town of Truro brand and brand message;
- f) Provide advice on developing Town of Truro policies that could have an impact on or could enhance improvements to attract local tourism to the Truro region;
- g) Heighten the region's profile as a tourism destination within Atlantic Canada;
- h) Any other matters related to improving and increasing local tourism opportunities for the Truro region.

Accountability

Committee members are expected to attend meetings regularly. If a member is continuously absent from Committee meetings for a period of three consecutive regularly



scheduled meetings, unless the absence is because of illness, or similar acceptable reasoning, the member is deemed removed and Council may proceed to replace that member. If a Committee member finds it necessary to resign from the Committee, a letter to that effect should be sent to the Chair of the Committee and copied to the Secretary.

Town Council shall have the power to remove any member of the Committee from office at any time.

Committee Meetings

Minutes will be kept of each meeting by the designated staff secretary. Minutes will be regularly distributed to all members of the Committee and Council.

The Committee shall schedule monthly meetings, except in August, with all special additional meetings to be called by the Committee Chair. All meetings will be held at Town Hall.

Recommendations shall be brought to the attention of the Town Council in writing by the Chair or Vice Chair of the Committee.

Resources

Adequate resources shall be provided to the Committee to ensure the effective operation. This includes providing an annual operational budget, as required.

An operational budget and annual business plan will be presented in writing by the Chair or Vice Chair of the Committee, to be presented for consideration each fiscal year to Town Council.

Additional Information

For additional information on the Tourism Committee, please contact the Administration and Events Coordinator at 902-893-6090 or via email at mfitzgerald@truro.ca.

