

Village of Valemount 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.

- a) At least one member of a select committee must be a council member.
- b) Subject to subsection (a), persons who are not council members may be appointed to a select committee.

COMMUNITY CHARTER [SBC 2003] CHAPTER 26

B. Purpose

The *Village of Valemount Tourism Committee* exists to advise Village Council in matters regarding 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 Resort Municipality Initiatives Program (RMI) and the Municipal and the Regional District Tax (MRDT).

D. Resort Municipality Initiatives Program (1%)

The Village of Valemount Tourism Committee will:

1. Use its best efforts to implement the current RMI Memorandum of Agreement between the Province of British Columbia and The Village of Valemount;
2. Spend funds for the purpose of undertaking and/or completing the projects identified in the RMI Development Strategy—as identified in Schedule "A" and Schedule "B"; Schedule "A" and Schedule "B" are provided by the Province on a yearly basis;
3. Until such time as all funds have been spent on the projects identified in Schedule "A", prepare and make public and annual reports in a form satisfactory to the Province, that accounts for the Municipality's expenditures of funds and explains how and to what extent the outcomes identified in the RMI Development Strategy are being achieved;

4. Use its best efforts to spend all funds no later than two years after the expiry of the RMI Memorandum of Agreement.

Projects included in the RMI agreement:

Redevelopment and revitalization of Cranberry Marsh (Starratt Wildlife Sanctuary)

- Relocate/rebuild/improve trail sections
- Upgrade trails for wheelchair accessibility
- Extend trail to complete circle route
- Build new viewing blinds
- Improve signage

Organize and/or support the organizations of annual events

- Events such as Winter Fest and the Mount Robson Marathon
- Event coordination, promotion, minor operational and capital expenditures

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

The Tourism Committee will develop for the Village of Valemount the following strategies and plans:

- Marketing strategy
- Branding strategy
- Promotional plan

The promotional plan will include a budget for the following areas:

- Brochure development and printing
- Direct sales promotion
- Electronic media advertising (Radio, TV and Video)
- Familiarization tours
- Market research
- Photography
- Print media advertising (Guides, Magazines, Newspapers)
- Signage (Design/Layout, Billboards, Banners, Displays, and Interpretive Signage)
- Sponsorship of events
- Trade shows, workshops, and AGMs participation: Destination BC, Thompson Okanagan Tourism Association, North Thompson Tourism, and Robson Valley Region events; the Committee may send the Marketing coordinator, Chair and/or Vice Chair to attend these events or any other person indicated by the Committee
- Web development and maintenance

F. Committee

Composition

5. It is proposed that the Committee be comprised of
 - a. four (4) members representing the accommodation sector,
 - b. one (1) member representing the Chamber of Commerce,
 - c. one (1) member representing VARDA,
 - d. one (1) member representing the Visitor Information Centre or the contractor who operates the VIC,
 - e. one (1) member of Village Council, and
 - f. one (1) member representing the tourism sector at large (e.g. RV Parks, Marina Association, Rodeo Association, Outdoor activities, and B&Bs).
6. The total of voting members is nine (9).
7. Current members are listed in Schedule "A" and will be amended from time to time. Two (2) non-voting staff members will also participate in meetings and assist the Committee.
8. Should Council wish to alter the size of the Committee, members of the accommodation sector shall always represent at least 40% of the total of the membership of the Committee.

Appointments

9. Five (5) members shall be appointed for a two-year term and four (4) members for a one-year term to ensure continuity.
10. If there are vacancies due to resignation or completion of term, the Committee will solicit for new members, review the applications, and make recommendations to Council for the appointment of new members.
11. Members representing other organizations shall submit a letter of confirmation from their organization.

Elections

12. Members representing the accommodation sector will be elected by hotels/motels that participate in the MRDT. Chair elections will be held every November.

Duties of voting members

13. Members must 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.
14. Sub Committees are advisors to the Committee only, and will provide recommendations to the Committee for vote/approval

G. Meetings and other Procedures

Place and Time of Meetings

15. Committee meetings are held the first Tuesday of each month at the Village Office at 3:00 PM.

Quorum and Chair

16. A quorum shall be the majority of the number of voting members and must include two (2) representatives from the accommodation sector
17. The Chair, Past Chair or a representative from the Accommodation Sector will preside each meeting.

Meeting Rules

18. All Committee meetings are open to the public, as per the BC Community Charter.
19. The Committee will follow the Council Procedure Bylaw which may be updated from time to time.

Business at Regular Meetings

20. Unless otherwise resolved by Council, the Agenda for regular Committee meetings is set out as follows:
 - Call to Order
 - Adoption of Agenda
 - Adoption of Minutes
 - Delegations
 - Correspondence
 - Old Business
 - New Business
 - Financial Report (including YTD revenues and expenses)
 - Admin Reports
 - Next Meeting
 - Council Recommendations
 - In-Camera (if required)
 - Adjournment

Agenda and Minutes

21. The Marketing Coordinator will prepare the agenda for each meeting and distribute the agenda by email to all members of the Committee.
22. The non-voting staff member present at the meetings is responsible for keeping and preparing the minutes of the meeting.

Electronic Participation

- 23. A Committee member who is unable to attend a Committee meeting may participate in the meeting by means of electronic or other telecommunication devices.
- 24. To make a decision under time constraints, an email vote may be taken. Emails must be sent to the Marketing Coordinator by the end of the following business day.

Recommendations to Council

- 25. When the Committee wishes to recommend to Council a specific action, the recommendation must 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.
- 26. Recommendations on complex issues may require a presentation by a Committee delegation to Council; dates and time for the presentation must be arranged with Village staff.

Disputes

- 27. In order to settle any dispute in the language within these Terms of Reference, the Committee shall use firstly the Procedure Bylaw of the Village of Valemount, 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 Committee

Adopted by Council

Date: _____

Date: _____

Schedule A

Committee members as of May 1st, 2015

Members

Charles Kosmadia

Christine Latimer

Peter Felmark

Francis Meersman

Representing Accommodation Sector

Alpine Inn

Best Western

Valemount Hotel

Yellowhead Motel

Representing Other Sectors/Organizations

Owen Torgerson

Diane Fowler

Patricia Thöni

Wendy Dyson

Council

Chamber of Commerce

VARDA

VIC