



TERMS OF REFERENCE

Advisory Committee

Official Name

Destination Marketing Advisory Committee

Purpose

To act as a review body for the Destination Marketing Levy, including Policy, Guidelines and allocation.

Members/Composition

- 1 – Mayor (Chairperson)
- 2 - Members of Council
- 2 – Hospitality Industry Members

Membership:

2 year term (No members at large shall be appointed to serve more than 2 consecutive 2 year terms)

Quorum is a majority of the members appointed to the Committee. Majority is 50% plus 1.

The Chair and Vice-Chair will be a member of Council recommended by the Mayor and approved by City Council.

The City Manager and Director of Community Services will be the Advisory Officials.

The City Clerk's office will serve as the Secretary to the Committee.

Mandate

With respect to all matters within the committee's policy areas, the mandate of the committee is:

- To provide advice and recommendations to Council;
- To oversee the implementation of approved policy decisions by the civic administration; and
- To exercise every power delegated by council.

Policy Areas

The policy areas for this committee include the following:

- Destination Marketing Levy; and,
- Any other related area.

Delegated Authority

The following powers and duties are delegated to this committee:

- Formulation and recommendation to Council on matters within its policy areas;
- Consideration and recommendation on all matters referred to it by Council or the Mayor; and,
- Establishment and appointment of Subcommittee(s) or Steering Committee(s) to review areas or matters within its policy areas.

Meetings

The First Committee Meeting shall be called as soon after appointments to the Committee are approved by City Council every 2 years and the regular schedule of meetings shall be considered at that meeting.

The Chair may dispense with, or alter the time of any regularly scheduled meeting.

The Committee Secretary shall call a special meeting, whenever requested to do so by the Chair or a majority of the members with at least 24 hours notice to all Committee members and the public.

Resources/Budget

In order to meet the objectives of the Committee, budgetary allocations must be approved by City Council, through the various department budget, unless approved by City Council.

Communications

Committee members will be forwarded meeting requests for their reply regarding all meetings that are to take place.

All Agendas will be available for review on eAgenda.com for the public, members of the Committee and Administration to review at a minimum of 24 hours prior to the meeting. Members will advise the Secretary at the 1st meeting whether they will utilize their own electronic device to access the Agenda at each meeting or whether they want a printed copy available when they attend the meeting.

Decisions following consideration by City Council will be brought forward to the Advisory Committee for advisement.

Related Policies/Bylaws

Property Tax Bylaw No. 45 of 2015