



City of
Campbell
River

TOURISM ADVISORY
COMMITTEE

BYLAW 3643, 2016

BYLAWS



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Cover photo by Toni Falk



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City of Campbell River | Tourism Advisory Committee Bylaw No. 3643, 2016



Tourism Advisory Committee

Bylaw No. 3643, 2016

ADOPTED _____ 2016

PURPOSE

To provide terms of reference for the City's Tourism Advisory Committee.

CONTENTS

PART 1:	Title.....	6
PART 2:	Definitions.....	7
PART 3:	Purpose.....	7
PART 4:	Membership	8
PART 5:	Appointment of Members	9
PART 6:	Terms of Appointment	9
PART 7:	Chair	9
PART 8:	Meeting Procedures	10
PART 9:	Delegations and Correspondence	11
PART 10:	Conflict of Interest	11
PART 11:	Remuneration.....	12
PART 12:	Technical & Administrative Support.....	12
PART 13:	Reporting.....	12
PART 14:	Expectations	13

WHEREAS, the Council of the City of Campbell River has adopted the following vision and goal statements for tourism growth and development in Campbell River:

Our Tourism Vision

“The people of Campbell River will work in unison to sustainably develop and promote our unique destination. Together we will create a vibrant, year-round visitor economy that generates jobs, grows revenues for tourism businesses and contributes to resident quality of life.”

Goal Statement #1 – Destination Marketing

We will conduct effective destination marketing in target markets with a focus on generating incremental overnight stays in paid accommodation.

Goal Statement #2 – Visitor Servicing

We will provide visitors with information where/when/how they need it to support longer lengths of stay and increased spending and,

We will educate and train stakeholders and community at-large to deliver remarkable experiences.

Goal Statement #3 – Destination Development

We will contribute tourism knowledge and expertise to ensure visitor perspective is considered in all significant local projects/ventures;

AND WHEREAS the Council of the City of Campbell River has deemed it appropriate to establish a Tourism Advisory Committee;

NOW THEREFORE the Council of the City of Campbell River in an opening meeting assembled, enacts as follows:

PART 1: Title

1.1 This bylaw may be cited for all purposes as Tourism Advisory Committee Bylaw No. 3643, 2016.

PART 2: Definitions

2.1 In this bylaw unless the context otherwise requires:

TAC or Committee	means means Tourism Advisory Committee
City	means the City of Campbell River
Council	means the Council of the City of Campbell River
MRDT	means Municipal and Regional District Tax applied to the purchase of accommodation.
Rolling 5-Year Tourism Strategy	Means the five-year strategy to achieve measurable progress towards the goals and vision for tourism that is updated annually by the TAC and recommended to Council for adoption
Annual destination marketing and visitor servicing plan	Means a detailed tactical plan for a 12-month period in support of achieving the goals and vision of the rolling five-year tourism strategy including a proposed annual budget allocated to specific tactical areas that is prepared annually and recommended to Council by the TAC

PART 3: Purpose

3.1 The purpose of the Tourism Advisory Committee is to provide policy advice and recommendations to Council that will advance the City's progress towards its tourism vision and deliver measurable returns in each of the three goal statement areas.

3.2 The following matters are within the mandate of the Committee:

- a) Provide market intelligence, contribute tourism industry knowledge and ideas and develop a rolling 5-year tourism strategy and an annual destination marketing and visitor servicing plan;
- b) Recommend annual updates to the rolling 5-year tourism strategy and the annual destination marketing and visitor servicing plan to Council ensuring these plans clearly identify strategies and tactics along with anticipated measures of success to achieve quantifiable progress against each goal statement and ultimately towards the adopted vision for tourism in Campbell River;
- c) Recommend a resource allocation model/budget to accompany this annual destination marketing and visitor servicing plan that includes funds allocated from the City budget, funds anticipated to be received from MRDT collection, partner funds and stakeholder cooperative marketing investments;

- d) Regularly assess returns from approved investment strategies, communicate these results to Council and to stakeholders/partners and recommend revisions to future strategies based upon lessons learned and returns achieved;
- e) Work closely and support the efforts of the contracted tourism service provider to:
 - (i) Regularly engage with Campbell River's tourism stakeholders to identify new market opportunities to be considered for investment;
 - (ii) Offer formal input opportunities (workshops, open houses) for tourism stakeholders to contribute their ideas and market knowledge to the annual update of a rolling 5-year strategic tourism plan and to the development of the annual destination marketing and visitor servicing plan;
 - (iii) Design and offer cooperative marketing opportunities into which Campbell River's tourism stakeholders may 'buy into' that promote specific businesses as well as the larger destination of Campbell River;
 - (iv) Engage with potential tourism partners where mutual benefit can be derived from such partnerships including but not limited to First Nations, regional partners, sector-specific partners, and Provincial partnerships.
- f) Assess the performance of the contracted service provider and make recommendations to Council related to the continuation of this relationship;
- g) Receive and review information, correspondence and minutes from other external organizations/committees as requested by Council and forward them to Council with recommendations as required.

PART 4: Membership

4.1 The TAC shall consist of nine members as follows:

- a) Three (3) members representing the Accommodation providers (collectors of the MRDT) – selected through a sector-administered voting procedure.
- b) Six (6) members appointed by Council following a skills-based public application process designed to identify individuals having specific experience/knowledge of tourism or destination marketing, visitor servicing or related and relevant skills. While ability to contribute expertise is the first priority for selection, these six members, if possible, should capture broad representation from a wide of range of visitor experiences such as:
 - (i) Small inns/B&B's
 - (ii) Arts, culture, heritage
 - (iii) Restaurants/retail
 - (iv) Activity operators
 - (v) Sport tourism
 - (vi) Boating/angling.

- c) Three (3) Non-voting liaison members representing:
 - (i) City of Campbell River – Economic Development
 - (ii) Campbell River and District Chamber of Commerce
 - (iii) Business Improvement Areas – located within the City of Campbell River.

PART 5: Appointment of Members

5.1 The following shall apply to all appointments:

- a) Council will appoint members to the Committee.
- b) In the event of a vacancy, Council may appoint a person for the unexpired term.

PART 6: Terms of Appointment

6.1 The following shall apply to all appointments:

- a) All appointments shall be for a two (2) year term, commencing on the 1st day of January;
- b) Notwithstanding section 6.1(a), Council's inaugural appointments shall consist of five (5) two-year appointments and four (4) one-year appointments;
- c) The Committee may review the attendance circumstances of any member who has missed three consecutive meetings without prior permission and may recommend to Council that the membership of such member be terminated;
- d) Any appointee to the Committee may be removed by an affirmative vote of two-thirds (2/3rds) of all members of Council.

PART 7: Chair

- 7.1 The Committee shall elect, from its members at its first meeting of each year, a Chair and Vice-Chair who shall hold office for the ensuing year or until their successors are elected.
- 7.2 The Chair shall preside at meetings of the Committee when present and in his absence, the Vice-Chair will preside over the meeting.
- 7.3 The Chair is responsible for ensuring the rules of procedure are followed prior to and during each meeting, and, in consultation with the staff liaison that items on their meeting agenda fall within their mandate.
- 7.4 The Chair or Acting-Chair shall conduct the meeting in accordance with this bylaw, the *Community Charter, Local Government Act*, Council policy, Council's Procedure Bylaw and Roberts Rules of Order.

- 7.5** If the Chair or Acting-Chairs are not present at the time appointed for the meeting, the staff liaison should call the meeting to order and the members present should immediately elect a Chair *pro tem* to preside over that meeting, or until the Chair or Acting-Chair arrives. Such office is terminated by the entrance of the Chair or Acting-Chair, the end of the meeting, or the election of another Chair *pro tem*.
- 7.6** The Chair's duties are:
- a) Check if a quorum is present and open the meeting at the prescribed time;
 - b) Announce the business in the proper sequence – as on the agenda;
 - c) Recognize members entitled to speak, in the order in which they request to speak;
 - d) State and put the questions (resolutions which have been moved and seconded) to a vote;
 - e) Enforce the rules of procedure and decorum;
 - f) Expedite business;
 - g) Decide questions of order and respond to parliamentary enquiries; and
 - h) Declare the meeting adjourned when the business is complete.
- 7.7** The Chair shall serve as a leader and facilitator who encourages people to participate, helps people listen to each other and reflects back the common threads of the discussion. The Chair should be prepared to put aside their personal interests in an effort to help the Committee reach general consensus.

PART 8: Meeting Procedures

- 8.1** The Committee shall meet at least 4 (four) times per year at the call of the Chair.
- 8.2** The Committee should strive for consensus in their decision-making; however, final decisions are made by resolution adopted by majority vote.
- 8.3** A quorum for a meeting shall be a majority of members currently serving on the Committee.
- 8.4** Committee proceedings will be open to members of the public, unless authorized to be held in-camera by the *Community Charter*.
- 8.5** The Committee meeting minutes shall be presented to Council for information and placed on the next regularly scheduled Committee agenda for review and adoption. Upon adoption, the minutes are to be signed by the Chair or member presiding and distributed to the Committee members.

PART 9: Delegations and Correspondence

- 9.1 All delegations requesting permission to appear before the Committee shall submit a written request to the City Clerk, including a written synopsis clearly outlining their topic of concern and recommendations by 3:00 p.m. on the Tuesday of the week preceding the meeting.
- 9.2 Delegations will be given 5 minutes to present, unless a longer period is agreed to by majority vote of those members present.
- 9.3 Where a request to present has not been received by the City Clerk as prescribed in section 9.1, an individual or delegation may present to the Committee if approved by majority vote of those members present.
- 9.4 The deadline for the public to submit items to the City Clerk for inclusion on the Committee agenda shall be 3:00 p.m. on the Tuesday of the week preceding the meeting.

PART 10: Conflict of Interest

- 10.1 This section applies to a person appointed to the Committee under section 6 in relation to Committee meetings.
- 10.2 Where a member of a Committee attending a meeting of a Committee considers that he or she is not entitled to participate in the discussion of a matter, or to vote on a question in respect of a matter, because the member has;
 - a) a direct or indirect pecuniary interest in the matter, or
 - b) another interest in the matter that constitutes a conflict of interest, the member must declare this and state in general terms the reason why the member considers this to be the case.
- 10.3 After making the declaration under section 11.2 of this Bylaw, the Committee member must not do anything referred to in section 101(2) of the *Community Charter*, as if that section applied to Committee members.
- 10.4 The official responsible for recording the minutes of a meeting of the Committee will record the declaration of a conflict by a member of the Committee, the reasons given for the declaration, the time of the member of the Committee's departure from the meeting room, and if applicable, of the member's return.
- 10.5 If Council considers that a member of the Committee has acted in breach of this section, it may remove the member from the Committee, unless Council considers that the breach was done inadvertently or resulted from an error of judgment in good faith or that the conflict of interest would be of a type described in section 104 of the *Community Charter* or a regulation under that section.

PART 11: Renumeration

11.1 No member of the Committee will receive any remuneration for services, however, a member is entitled to reimbursement for any reasonable out-of-pocket expenses incurred on behalf of the Committee that were previously approved by the Committee. The Committee's budget will be established by Council on an annual basis.

PART 12: Technical & Administrative Support

12.1 The City Manager shall designate a staff liaison and recording secretary to aid the work of the Committee. Designated support staff may attend the Committee meetings in a resource capacity, but not be permitted to vote. The Committee does not direct the staff liaison, nor can they request other staff resources. Such requests must go through either the City Manager or Council.

12.2 The staff liaison provides support to the Committee on behalf of Council to ensure the mandate of the Committee is met. Acting in their capacity as liaison, staff provides Committees with technical and operational information that assists the Committee in their work on behalf of Council. The staff liaison will assist with the preparation of recommendations to Council as requested by the Committee.

12.3 Under the direction of the Chair, the recording secretary shall be responsible for the preparation of agendas, minutes and follow-up from the meetings.

12.4 The recording secretary will have meeting agendas available for pick up on Friday at noon prior to the meeting of the Committee.

12.5 The Committee is entitled to reasonable use of City services and facilities, such as meeting rooms, photocopying, stationery supplies, etc. for Committee business, which are to be arranged by the recording secretary.

PART 13: Reporting

13.1 The Committee Chairperson, with the assistance of the staff liaison, will report to Council on behalf of the Committee utilizing the standard reporting format adopted by the City. If deemed appropriate by the City Manager, such reports shall be accompanied by a staff report.

13.2 To make a presentation before Council at a regular meeting, the request is made to the City Clerk by submitting the report or presentation in written form. The report must clearly state any requests being made of Council and any recommended Council resolutions for further action. Generally, a report to Council will include background on the purpose of the report, facts or information, the findings or conclusions from the information (if required), and the recommendations of the Committee.

13.3 Prior to November 30th each year, the Committee will present an annual report to Council, setting out its activities and accomplishments for the previous year. The report shall also present to Council for its approval, work plan and budget for the following year.

PART 14: Expectations

14.1 The Committee and its members are required to:

- a) be accountable and responsive to Council;
- b) be open and transparent by observing legislative meeting protocol and conducting their business in public meetings;
- c) be collaborative in nature and respectful;
- d) remain accessible to each other, and to the Committee;
- e) regularly consult with the peer groups that they represent; and
- f) regularly share, and disseminate information between all Committee members on a timely basis.

14.2 As the Committee and its members are representatives of the City of Campbell River, members must distinguish when speaking in public, whether they are speaking as a member, a representative of another agency or community group, or as an individual. As a general rule, it is the Chair of a Committee that speaks publicly on behalf of the Committee when and where appropriate.

READ THE FIRST TIME this 24th day of October, 2016

READ THE SECOND TIME this 24th day of October, 2016

READ THE THIRD TIME this _____ day of _____ 2016

ADOPTED this _____ day of _____ 2016

Signed by the Mayor and City Clerk this _____ day of _____ 2016

MAYOR

CITY CLERK

