

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE:** **TERMS OF REFERENCE:**  
**TOURISM ADVISORY COMMITTEE**

**POLICY NUMBER:** **COUNCIL - 149**

<i>Date of Council Adoption:</i> October 26, 2015	<i>Date of Last Amendment:</i>
<i>Council Resolution Number:</i> 2015-374	
<i>Originating Department:</i> Recreation and Culture / City Clerk's Office	<i>Date last reviewed by the Governance and Legislation Committee:</i> N/A

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**Policy:**

The Tourism Advisory Committee (TAC) will implement the strategic goals and actions identified in the White Rock Tourism Strategic Plan 2015 - 2019 (Tourism Strategic Plan).

TAC will collaborate with City staff and stakeholders in the community with a view to implement the strategic plan to make tourism a mainstay of the City's economic base and advance tourism in White Rock.

The specific activities of the TAC will include:

- Develop benchmarks and timelines to ensure completion of the goals and actions identified in the Tourism Strategic Plan;
- Recommend to Council on strategic tourism directions and an annual tourism services delivery plan including:
  - 2016 Marketing and Promotional Strategy/Tactics
  - Review of existing visitor centres and recommendations for the future
  - Scope of Work and Draft Request for Proposal for the Provision of Destination Marketing Services (to implement the 2016 plan)
  - Scope of Work and Draft Request for Proposal for the Provision of Visitor Information Services including operation of the White Rock Visitor Centre(s)

## **Membership**

- A Tourism Advisory Committee comprised of eleven (11) voting members appointed by Council, plus City staff as needed, representing the following organizations/sectors
  - White Rock Business Improvement Association
  - South Surrey White Rock Chamber of Commerce
  - Hotel accommodation sector
  - B&B accommodation sector
  - Restaurant sector
  - Retail sector
  - Culture/arts/heritage sector
  - Attraction sector
  - City Senior Staff Representative
  - Strategic position chosen to compliment knowledge and expertise at the table
- The Committee seats for the White Rock Business Improvement Association, the South Surrey White Rock Chamber of Commerce and the City of White Rock will be filled by direct appointment by the Council/Board of Directors of the organization.
- All other appointments to the TAC will be managed through an application process that considers the professional marketing expertise, experience and knowledge of the proposed member along with their commitment to participate, to contribute to the fulfillment of the Committee Terms of Reference and to abide by the City of White Rock Committee Members Code of Conduct.
- The City of White Rock (with the advice of the TAC) may acquire professional expertise through one or more contracts to implement the approved annual tourism services delivery plan (i.e. destination marketing contract, visitor centre/visitor information services delivery contract).

## **Term**

The tenure of the Committee will be for approximately a one (1) year term, with the initial appointments expiring December 31, 2016, or until the activities are complete, whichever is sooner.

## **Chairperson**

The Committee will appoint a Chairperson and the Vice-Chairperson from among its voting members at the first meeting.

## **Meetings**

- a) The Committee shall mutually agree to a meeting schedule at their inaugural meeting. The meeting schedule will then be published and updated as needed by the Committee Clerk.
- b) The Chairperson of the Committee may call a meeting of the Committee, with a minimum of twenty four (24) hours' notice to the Committee members, in addition to the scheduled meetings or may cancel a meeting.
- c) Quorum for meetings shall be one half of the voting membership plus one (1).

d) If there is no quorum of the Committee present within 15 minutes of the scheduled start time the Committee Clerk will:

- i) record the names of the members present, and those absent; and
- ii) conclude the meeting until the next scheduled meeting.

e) All Committee meetings are open to the public unless designated as closed to the public (in accordance with the *Community Charter*) by the Committee. The public would attend the meeting to observe only. When deemed relevant to the discussion of a particular item of business under consideration by the Committee, the Chairperson may, with majority consent of those Committee members in attendance, give permission to a member of the public in attendance to speak to the item in question.

f) Meetings shall last no longer than two (2) hours, except under extraordinary circumstances as agreed to by the Committee members present.

g) If a member:

- i. fails to attend three (3) consecutively held meetings of the committee, or
- ii. fails to attend a committee meeting in any sixty (60) day period, providing a meeting of the committee is held in that sixty (60) day period (whichever is the longer period of time) and
- iii. unless the absence is because of illness; or
- iv. unless the absence is with the express leave of the Chairperson, the appointment of the member shall be revoked. The Committee Clerk will keep an attendance log and notify the Chairperson and City Clerk where there have been two consecutive absences without consent. The City Clerk will make contact with the Committee member.

h) Any person with particular expertise, including municipal staff may be invited by the Chairperson or staff member of the Committee to attend a Committee meeting in order to provide information or advice, but only members appointed by City Council may vote on matters coming before the Committee.

i) The office of the City Clerk will be responsible for preparing Committee meeting agendas, minutes, updating Terms of Reference policy, meeting schedule, and administrative support to the Committee. Agendas and approved minutes will be posted on the City's website.

j) Committee minutes, with recommendations noted, will be forwarded to Council for information and action as required.

k) A Committee meeting or a portion thereof may be closed to the public pursuant to Sections 90 and 93 of the *Community Charter*.

l) The Committee may hear and consider representations by any individual, group or organization on matters referred to the Committee by Council.

m) Where a member of a Committee, their family, employer or business associates have any interest in any matter being considered by the Committee, that member will absent themselves from all aspects of consideration of that matter by declaring a Conflict of Interest.

n) Committee chairpersons and staff liaisons will prepare an annual report to be submitted to the Chief Administrative Officer for review and to be forwarded to City Council.

- o) A Committee cannot direct staff to take any action which is contrary to existing policies or directives or establish policies for the City.
  - i. any such action must be referred to Council for consideration and adoption;
  - ii. the staff member assigned to the Committee or the Chief Administrative Officer may advise the committee of existing policies or directives and the needs to refer the matter to Council prior to taking any action.
- p) On routine matters such as organizing or setting up yearly or ongoing events or projects which do not have budget implications or have received prior budget approval, the Committee may make decisions without the approval of Council, provided that the Committee works with the staff member assigned to that Board on those matters.
- q) On broader matters such as organizing or setting up major or unusual events or projects which do not have budget implications, the Committee must receive prior approval from Council.
- r) The Committee Chairperson may appoint members to a subcommittee to consider, inquire into, report and make recommendations to the Committee for a specific purpose.
- s) Members of the Committee are not permitted to speak directly with the media on behalf of the Committee.

### **Procedures**

Unless otherwise provided for in these terms of reference, the procedures of the Committee will be governed by the City's Council and Committee Procedure Bylaw.

### **Code of Conduct**

Appointees will be required to sign a statement agreeing that they have read, understood, and will conform to the City's code of conduct as defined in the Council policy regarding Code of Conduct for Committee Members. This will be required immediately upon appointment. The statement / agreement for signature is attached to, and forming, part of this policy.

**CITY OF WHITE ROCK  
COMMITTEE CODE OF CONDUCT  
STATEMENT / AGREEMENT**

This will confirm that as of \_\_\_\_\_, I have read Council  
(DATE)  
Policy 120, “Code of Conduct for Committee Members” and Council Policy 149,  
Committee Terms of Reference and I understood and will conform to the City’s Code of  
Conduct as outlined in these policies.

\_\_\_\_\_  
(PRINT NAME)

\_\_\_\_\_  
(SIGNATURE)