
Lillooet and Area

TOURISM ADVISORY WORKING GROUP

TERMS OF REFERENCE

The Ad Hoc Tourism Advisory Working Group requested at the November 2014 meeting that a more organized approach is warranted in order to continue to forward and achieve its goals. The following is a suggested Terms of Reference for the Ad Hoc Tourism Advisory Working Group. This is a work in progress and the group may decide to take this further to become more formalized as the Destination Marketing Organization for Lillooet and surrounding area.

1. Implement the Tourism plan for Lillooet and Area;
2. To identify and provide recommendations on opportunities that will improve tourism services, increase the number of tourism related overnight stays in the District of Lillooet and Area, and serve as support for Lillooet and Area Tourism Services;
3. Work cooperatively with the surrounding region to develop Lillooet as a tourism destination through collaboration between the committee, local Tourism sector, Regional Economic Development Advisory Committees, Lillooet Visitor Centre, St'at'imc Nations and District of Lillooet while accessing the expertise within the committee;
4. Revitalize the Lillooet's downtown core and gateway properties;
5. Create an attractive investment environment for all tourism stakeholders;
6. Investigate the implementation of a Hotel Room Tax;
7. Promote the District and attract tourism businesses, investment and visitors
8. Liaise with Gold Country, Cariboo Chilcotin Coast Tourism Association and other relevant DMO's

The mandate of the Tourism Advisory Committee is to provide advice to the District of Lillooet staff and council as well as other regional stakeholders such as the St'at'imc, BRVCA and SLRD Area B, through a panel of representatives with regional community tourism interests, and a path to achieve greater tourism and economic prosperity for District of Lillooet and Area residents.

These Terms of Reference constitute a "living" document and as such can be updated to reflect experience and knowledge gained by the Committee.

1. **Membership:**

It is recognized that members will be selected primarily for their ability to assist on providing input to the tourism needs of the District of Lillooet and surrounding area. This is a non-political advisory and working group.

All members shall have terms of appointment of two (2) years.

The Committee will be comprised of a minimum of ten (10) voting members from the following:

1. One (1) District of Lillooet staff member (as designated by the CAO)
2. Three (3) tourism stakeholders;
3. One (1) member of the Chamber of Commerce;
4. One (1) member from the Lillooet Tourism BC Visitor's Centre
5. One (1) member from the surrounding St'at'imc Nation
6. One (1) member of Gold Country
7. One (1) member of the BRVCA
8. One (1) representative SLRD Area B

Membership applications for the three (3) tourism stakeholder's positions will be received at the end of the term for new members. Those members already sitting will be provided with the opportunity to re-apply for consideration.

A Chair and alternate shall be appointed annually by a majority vote of the Committee.

The assigned District Staff person is the secretary to the Committee.

2. **Objectives:**

The key functions of the Committee are to:

1. Provide support for the implementation of the Lillooet and Area Tourism Development Plan;
2. Provide input into the annual District of Lillooet Tourism and Marketing work plan, NDIT Capacity Building Grant, Destination BC Community Tourism Opportunities Grant, Other Tourism Funding Opportunities as they arise and monitor and provide recommendations for the overall use of tourism and marketing funds;
3. Provide advice and recommendations to the District of Council on matters affecting the Tourism Industry.

4. **Functionality:**

1. **Chair:**

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- a) Leads the Committee in fulfilling its mandate;
 - b) Acts as facilitator, identifying points of agreement within the Committee and generally assists the Committee on resolving those issues where general agreement is lacking;
 - c) Acts as the spokesperson for the Committee.

2. **Meetings:**

Meetings are to be scheduled in a manner that allows the Committee to achieve its required mandate. All meetings will be open to the public.

3. **Quorum:**

To be determined by the Committee.

4. **Agendas:**

Agenda items are to be submitted to the Chair for meeting and shall be consistent with the Committee's scope of advice and directly related to the fulfillment of the Committee's mandate.

5. **Minutes:**

A record of "advice to Council" will be recorded and noted in meeting summaries which briefly summarize the matters discussed and any conclusions reached. The summaries shall not attribute specific points of view to individual members of the Committee.

6. **Timelines:**

The Committee shall circulate agendas and minutes to the District of Lillooet CAO and Lillooet Tribal Council on an ongoing basis.

7. **Recommendations:**

All decisions of the Committee shall be by majority vote. A memorandum to the District of Lillooet CAO and Lillooet Tribal Council shall be prepared, outlining the recommendations of the Committee, including the background information and/or reports that have been provided to the Committee.