



**CORPORATE REPORT**  
The Corporation of the Town of Wasaga Beach  
Meeting Date: 6/13/2024

**DATE:** 5/30/2024

**SUBJECT:** Economic Development & Tourism Advisory Committee – Terms of Reference Update and Appointment

**CONTACT:** Kaitlyn Monsma, Economic Development Officer

**REPORT NUMBER:** 2024/06/13-08

---

**RECOMMENDATION:**

1. **THAT** the report titled: Economic Development & Tourism Advisory Committee – Terms of Reference Update and appointment, to the Council meeting of June 13<sup>th</sup>, 2024, be received;
2. **THAT** Council adopt the updated Economic Development & Tourism Advisory Committee on Tourism’s Terms of Reference, appended to this report as Appendix A and;
3. **THAT** Council appoint Leslie Farkas as the representative from the business association, Wasaga Beach Chamber of Commerce for the remainder of this term of Council.

**EXECUTIVE SUMMARY:**

- The Economic Development & Tourism Advisory Committee (EDTAC) seeks Council approval to update its Terms of Reference, expanding its scope to include economic development and increasing membership to better represent broader economic interests.
- The updated Terms of Reference will allow the current Chamber of Commerce seat to be filled by a representative from any Wasaga Beach business association, ensuring fair representation and broader input from the business community.
- Staff recommend Council approve the appointment of Leslie Farkas from the Wasaga Beach Chamber of Commerce to the EDTAC, with future vacancies to be filled through nominations from all business associations.

**BACKGROUND:**

In May 2019, the Advisory Committee on Tourism (ACT) established its Terms of Reference to provide advice, comments, and recommendations to Council regarding tourism services, activities, and initiatives aimed at promoting the Town of Wasaga Beach. In August 2023, Council approved a name change to the Economic Development & Tourism Advisory Committee (EDTAC) and expanded its purpose and mandate to include economic development. This broadened scope enables the Committee to more effectively address economic challenges and opportunities.

At the EDTAC meeting on May 15, 2024, the Committee approved the draft Terms of Reference presented by staff and passed a resolution recommending the draft to Council.

Additionally, at the meeting on March 27, 2024, the EDTAC accepted the resignation of Jennie Elmslie from the Chamber of Commerce seat. On April 5, staff reached out to the Chamber of Commerce for a new nomination.

## **DISCUSSION:**

### **Terms of Reference Update**

Due to the change occurring partway through the Council term, the committee currently lacks representation from the broader economic development landscape, as all existing members were appointed when it was solely a tourism-focused committee. To address this gap, the committee proposes expanding its membership to a maximum of nine members. The current Terms of Reference composition allows five to nine members. This expansion and commitment to nine members will allow the recruitment of additional members who can effectively represent the broader economic development interests.

Additionally, staff have received inquiries from other business associations in the community regarding representation on the Economic Development and Tourism Advisory Committee, similar to the Chamber of Commerce. Including all business associations would be challenging, so staff recommend updating the Terms of Reference to allow the current Chamber of Commerce seat to be appointed from any association. When this seat is vacated, nominations will be solicited from all business associations, and the nomination committee will select the most qualified individual.

Several significant amendments within the draft attached Terms of Reference include:

- **Expanding membership to nine members:** This will facilitate the recruitment of additional members who can effectively represent broader economic development interests.
- **Updating the Chamber seat:** This seat will now be available to a representative from any Wasaga Beach business association, ensuring fair representation for all associations on the EDTAC.

By implementing these changes, the Committee will be better equipped to fulfill its mandate and purpose effectively. These adjustments will enable the Committee to expand into economic development and provide it with the necessary resources to achieve its goals. Emphasizing collaboration and input from various stakeholders will drive positive outcomes and a stronger commitment to promoting economic growth and tourism in the community.

### **Appointment**

At the meeting on March 27, 2024, the EDTAC accepted the resignation of Jennie Elmslie from the Chamber of Commerce seat. On April 5, staff reached out to the Chamber of Commerce for a new nomination. On April 10, the Chamber nominated Leslie Farkas, a new director on the Chamber Board, to replace Jennie Elmslie as the representative on the EDTAC. Staff recommend that Council approve this appointment. In the future, when this seat becomes vacant, nominations will be solicited from all business associations to apply for the vacancy to allow the Selection Committee for Advisory Committee Appointments to ensure a broad matrix of business associations are represented.

**CORPORATE IMPLICATIONS:**

Financial Implications:

There are no financial implications associated with this report.

Term of Council Priorities:

Diversify the economy and create jobs.

**CONCLUSION:**

In conclusion, staff and the EDTAC is recommending that Council approve the draft Terms of Reference as presented, and appoint Leslie Farkas as the representative from the business association, Wasaga Beach Chamber of Commerce.

Authored by:

Kaitlyn Monsma,  
Economic Development Officer

**Appendices:**

Appendix A: Amended Terms of Reference