


TERMS OF REFERENCE

	Committee	Economic Development and Tourism Advisory Committee (EDTAC)
	Type	Advisory Committee
	Approval Date	May 28 th , 2019
	Revision Date	June 13 th , 2024
	Committee Resource	Office of the CAO

Mandate and Purpose

The Economic Development and Tourism Advisory Committee (EDTAC) is an advisory committee of Council established to offer guidance and recommendations to Council, as well as support and provide local perspective and expert strategic advice in the delivery of economic development and tourism services in the Town of Wasaga Beach.

Responsibilities and Tasks

The mandate of EDTAC is to provide advice to Council on matters relating to the delivery of various economic development and tourism services in the Town including, but not limited to:

1. Review and/or participate in the development of policies, programs and initiatives for the purpose of encouraging job creation, sustaining employment and business development in Wasaga Beach.
2. Remain informed and act as a strategic planning advisor on tourism projects, businesses and industrial developments in the community, as well as proposed future local and county projects which could affect the community's economic growth.
3. Investigate and recommend to Council funding opportunities that may be available for tourism and economic development initiatives, with such recommendations subject to the budget approval process.
4. Identify market sectors supported by the Town with sector experts as they change, shift and expand.
5. Provide guidance on business retention, attraction and expansion opportunities, programs or strategies.
6. Work in partnership with local economic development partners to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses.
7. Identify barriers and opportunities in the community to guide strategic direction.
8. Assist in the communication of the Wasaga Beach brand.
9. Act as a resource, available to assist Town staff in hosting incoming dignitaries, media representatives and travel trade.

10. Act as a tourism ambassador for Wasaga Beach, both locally and outside of the community.
11. Identify new partnership opportunities with stakeholders within the tourism industry and sector organizations, including but not limited to the Chamber of Commerce, Wasaga Beach Provincial Park, Simcoe County, Regional Tourism Organization 7 (RT07), and Ministry of Tourism, Culture and Sport.

Delegated Authority

The Committee is established as an advisory committee to Council and does not have any delegated authority or the authority to direct staff. Any information or action that significantly binds the Corporation, or requires additional resources, will require Council's approval prior to the action being taken.

Committee Composition

Committee members will be appointed in accordance with the Town's Public Appointment to Committees and Board Policy. Council may, by resolution and when required, in order to maintain the requisite number and composition of members on the Committee, select and appoint new members to the Committee for the duration of the term.

The Committee will be comprised of nine (9) voting members as follows:

- One (1) member of Council
- One (1) representative from local business associations
- One (1) community member-at-large
- One (1) member-at-large from the general business community
- All other members must be economic development and tourism stakeholders or have an interest in market-ready business (restaurant, accommodation, attraction, retail) within the Town of Wasaga Beach.

The following representatives shall be available sit on the committee as a resource to the committee (non-voting and invited on an as needed basis):

- One (1) representative from Regional Tourism Organization 7
- One (1) representative from Tourism Simcoe County
- One (1) representative from Ministry of Tourism, Culture and Sport
- One (1) representative from the Wasaga Beach Provincial Park

Best efforts will be made to ensure members are representative of the Town's entire business community.

The Mayor shall serve as ex-officio as a voting member of the Committee.

The Economic Development Officer (or designate) and Special Events Manager (or designate) will act as staff resource on the Committee.

Council may, by resolution, at any time and from time to time, at its sole discretion remove any member, voting or non-voting, from the Committee, as it deems advisable.

Resignation from the committee must be in writing to the Committee Chair and Town Clerk.

The advertising of vacancies and appointments will be in accordance with the policies and practices adopted by Council from time to time.

Subcommittees

The Wasaga Beach Economic Development and Tourism Advisory Committee may establish subcommittees, as needed, to consider specific issues.

Subcommittees are not required to be approved through Council. Subcommittees are responsible for the preparation of their own agendas and minutes as required and making their own arrangements for meeting locations.

Representatives from outside of the Wasaga Beach Economic Development and Tourism Advisory Committee may be members of any subcommittees, however they will be non-voting members to the sub-committee.

Subcommittees must distribute a copy of its minutes to the Wasaga Beach Economic Development and Tourism Advisory Committee and Council.

Roles and Responsibilities of Members

Advisory Committee Members shall:

1. Attend and actively participate in all meetings.
2. Work with other members to attempt to reach consensus on decisions and recommendations consistent with Term of Council Priorities and Committee mandate.
3. Adhere to the Committee's Terms of Reference, the Town of Wasaga Beach's Procedural Bylaw, the Council/Committee Code of Conduct and any other bylaws, policies or procedures that apply to Council members.
4. It is preferable, but not mandatory that the Advisory Committee is available by e-mail to review relevant information and documents

In addition to regular member responsibilities, the Chair, the Vice-Chair, and the Secretary (Staff Liaison) will have the following responsibilities:

Chair:

One member will be chosen by majority vote of the Committee at the first meeting of each New Year to Chair the meetings and oversee the business of the Committee for that year. Vice-Chair: A Vice-

Chair for the same duration will be chosen by majority vote of the Committee. The role of Vice-Chair is that of Chair when assuming the role of Chair.

Secretary:

The Secretary shall record the minutes of all meetings and will be responsible for the circulation of the minutes once the meeting has concluded.

Further, Committee members are expected to:

- Arrive prepared and on time;
- Provide input to meetings in advance if unable to attend;
- Focus on the issues, not personal feelings and/or positions;
- Support decisions made by the Advisory Committee through due process and communicate the Committee's position to the public if required;
- Uphold confidentiality and the Town's Code of Conduct.

Term of Office

The term of the members of the Committee shall be four years coinciding with the term of the Council that has made the appointment, as stated in Town's Public Appointment to Committees and Board Policy.

Meetings

The Wasaga Beach Economic Development and Tourism Advisory Committee will meet quarterly, or as required, with specific dates and times for meetings to be determined by the Committee and provided to the Town Clerk.

Additional meetings may be called by the Chair if required.

It is expected that Committee members attend all regularly scheduled meetings. In the event that a member other than the Mayor is unable to attend a meeting, the member must contact the Chair in advance and advise him or her. If a member other than the Mayor has been absent for three consecutive, regularly scheduled meetings and has failed to advise the Chair in advance, the member shall be deemed to have abandoned his or her appointment and the position shall be considered vacant. Staff shall immediately advise the Clerk's Department to commence the process to fill the vacancy.

The Chair will work with the staff liaison on Committee meeting agendas and minute taking. The minutes will be included in Council agendas for all of Council to review.

Quorum

Quorum is as defined in the Town's Procedural By-law.

Agenda

The Committee Secretary shall have prepared and printed for the use of the Members at Advisory Committee meetings, an Agenda using the following headings as per the established template provided by the Town:

1. Call to Order
2. Land Acknowledgment
3. Disclosure of Pecuniary Interest
4. Minutes of Last Meeting
5. Deputations/Presentations
6. Unfinished Business
7. Sub-Committee Reports, if any
8. New Business
9. Items for Future Meetings
10. Date of Next Meeting
11. Closed Session (as required)
12. Reports from Closed Session (as required)
13. Adjournment

Governance

The Wasaga Beach Economic Development and Tourism Advisory Committee shall be subject to the provision of the Town's Procedural By-Law to Govern the Proceedings of Council and its Committees, as amended, and shall adhere to Town policies and procedures.

Communication and Reporting

Unless otherwise directed by Council, the minutes of all Committee meetings will be presented to the Joint Committee of the Whole and Council, for review.

For decisions of Council, the Advisory Committee shall provide advice, through a Staff Report, to the Joint Committee of the Whole and Council.

Should the Committee wish to be a delegation to the Joint Committee of the Whole and Council, the request shall be made through the Clerk's Office.

The Advisory Committee will submit an annual report at the beginning of each New Year outlining the Advisory Committee's accomplishments in the previous twelve months, and its work plan and projects for the coming year.

Budget

If the Committee has a budget, tourism staff will provide oversight and the funds will be included in the overall tourism budget.

Any items requiring a budget are subject to the formal budget approval process.

Review and Update of the Terms of Reference

The Terms of Reference are established and approved by Town Council. Additions or alterations may be proposed by the Advisory Committee but must be approved by Town Council.

Rules of Procedure for Committees

Where a conflict exists between this Terms of Reference and Council's Procedural Bylaw as it applies to Advisory Committees, the Procedural By-law provisions shall apply.

Resources

- Procedural By-Law
- Municipal Act
- Code of Conduct
- Appointment to Boards/Committees Policy
- Conflict of Interest Act
- Robert's Rules of Order
- Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)