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## **Township of Brock Tourism Advisory Committee Terms of Reference**

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Number: ToR-BTAC-2023  
Reference: Council Resolution # COW-2023-028 and COW-2023-094  
Date Approved: January 30, 2023  
Date Revised: February 27, 2023

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### **1. Purpose**

The Brock Tourism Advisory Committee (BTAC), appointed by Council will, provide advice and recommendations to the Council of the Township of Brock on matters relating to tourism services, community-based tourism, activities and initiatives within the Township of Brock

### **2. Mandate and Responsibilities**

With staff support the committee will;

- 2.1 Coordinate representation from a wide variety of tourism stakeholders, and municipal and regional staff, whom have a vested interest in furthering tourism development and creating tourism-focused strategic goals for the Township of Brock.
- 2.2 Increase awareness of the economic and social benefits of tourism and support an enhanced collaboration between industry and government.
- 2.3 Continued implementation of tourism action items as identified in the Township of Brock Community Tourism Strategy, completed in partnership with Central Counties Tourism in 2019.
- 2.4 Improve the quality, quantity and sharing of tourism data and strengthen performance measurement and the tracking of visitors for tourism related events.

- 2.5 Continue to collaborate with local organizations and groups; including the Brock Board of Trade, historical societies, arts organizations, Non-Profit Sector Advisory Committee, and sport clubs to help further increase tourism awareness.
- 2.6 Identify and advise on issues, concerns and government policies that may affect the tourism industry.
- 2.7 Continue to work on the Council approved work plan, attached as Appendix “A” to these terms of references.

### **3. Term/Appointments**

- 3.1 Committee members are appointed by Council, for the term of Council or until their successors are appointed.
- 3.2 An individual, who wishes to be considered for appointment to a committee must submit a completed and signed application form to the Municipal Clerk. Members wishing to be reappointed for a subsequent term must advise the Municipal Clerk in writing of their continued interest.
- 3.3 If a vacancy occurs during the term, Council may appoint a replacement to complete the term. The Chair must advise the Municipal Clerk in writing as soon as a vacancy occurs. If directed by Council, the opening will be posted on the Township’s website and/or other communication mediums.

### **4. Composition**

- 4.1 Council shall attempt to ensure that BTAC is comprised of six (6) voting members, appointed by Council, and will consist of:
  - One (1) representative from the Brock Board of Trade
  - One (1) representative on behalf of local historical societies, and
  - Four (four) community/business representatives on behalf of various tourism sectors including but not limited to; accommodation, retail, attraction, arts and culture, sport, event, culinary and/or recreationThe BTAC shall also be comprised of One (1) staff representative on behalf of the Region of Durham (Durham Tourism) who will be a non-voting member.
- 4.2 Depending on the level of interest expressed by individuals and the need to have representatives from different sectors as members, Council may, at its discretion, reduce or increase the number of Committee members
- 4.3 When considering appointments to the BTAC, Council shall also attempt to ensure representation from each of the wards of the Township

- 4.4 All Committee members are considered volunteer positions and there are no per diems for any Committee position.
- 4.5 Representatives from other organizations, including, but not limited to Central Counties Tourism, may attend as advisors to the Committee
- 4.6 The Mayor will assign a Council Liaison at the beginning of each term and from time to time, may re-appoint a Council Liaison. A Council Liaison will be the direct link between the committee and Council, by providing advice and information regarding Township and/or Council business, where applicable. Council Liaisons are to be provided with a copy of all formal communications from the committee (including notices, agendas and minutes). They are ineligible for the positions of Chair or Vice-Chair and are not a voting member of the committee and not included in the count for quorum.

## **5. Staff Liaison/Support**

- 5.1 Township Staff have two principle functions regarding BTAC:
  - i. Committee Coordinator Role – organizing meetings, preparing agendas, minutes and providing content support and policy advice.
  - ii. Communication Liaison Support – The Communication & Tourism Coordinator will provide assistance as needed to help promote BTAC events as well as update the Township’s Tourism website.
- 5.3 The Staff Liaison(s) is not a voting member of the committee and not included in the count for quorum.

## **6. Membership Selection Process & Qualifications**

- 6.1 At the beginning of each Council term, the Township of Brock shall place an advertisement within the newspaper and on its website requesting expressions of interest from individuals who are residents of the Township of Brock.
- 6.2 Applicants shall be required to submit a written expression of interest outlining their reasons for applying and whether they have any related experience.
- 6.3 Council may also receive applications for membership and may appoint members to the BTAC at any time throughout its term.
- 6.4 Upon receipt of applications, staff shall prepare and forward to Council for consideration during a closed session, for review of all candidates’ qualifications and appointment by by-law.
- 6.5 All persons appointed to the BTAC shall attend a mandatory Advisory Board and Committee Training prior to their first meeting.

- 6.6 All members appointed to the BTAC shall be required to adhere to the established by-laws, policies, and procedures of the Corporation of the Township of Brock.

## **7. Chair/Vice-Chair**

- 7.1 A Chair, whose responsibility will be to chair the meetings in accordance with the Township's procedural by-law, shall be selected by the Committee at the start of each Council term and two years thereafter (each Chair shall be appointed for a two year period).
- 7.2 A Vice-Chair shall also be selected for the same term as the Chair and shall act as Chair when the Chair is absent or unable to fulfill his/her duties.

## **8. Meeting Frequency & Attendance**

- 8.1 All meetings are open to the public. Meeting dates are established by the members at the first meeting of the Committee and shall be set on a recurring schedule so that Council and Staff Liaison are able to attend.
- 8.2 The Committee shall hold up to eight (8) meetings per year and shall meet electronically.
- 8.3 Committee members are expected to attend all meetings. Should a member be unable to attend a meeting, the member shall advise the Chair, Council Liaison and/or Staff Liaison, at least one business day prior to the meeting. This will assist in determining if there will be a quorum.
- 8.4 If a member is absent from three (3) consecutive regularly scheduled committee meetings (without notice), the committee may pass a resolution declaring a vacancy and requesting Council to appoint a replacement member.
- 8.5 The BTAC meeting schedule will be posted on the Township of Brock website and will be updated on an annual basis.

## **9. Quorum**

- 9.1 A quorum shall consist of a simple majority of appointed voting-members.
- 9.2 If there is no quorum after fifteen (15) minutes of the scheduled start time, the meeting will be cancelled and/or rescheduled.

## **10. Sub-Committees**

- 10.1 The BTAC may form Subcommittees as may be necessary to address specific issues, studies or projects.
- 10.2 The purpose of a Subcommittee shall be to make recommendations on a particular issue to the BTAC, or to assist with the implementation of an assigned project.
- 10.3 Subcommittees will be comprised of at least two (2) members of the BTAC and at least three (3) outside members, as deemed necessary.
- 10.4 The Chairperson of a Subcommittee shall be a voting member of the BTAC.
- 10.5 Minutes of Subcommittee meetings must be approved by the BTAC.

## **11. Annual Work Plan/Budget/Reports**

- 11.1 The BTAC shall prepare a projected budget and work plan for the upcoming year. Budget Committee will review any budget requests during the annual budget process; Council has final approval of committee funding.
- 11.2 The BAAC shall attend as a delegation before Council to present its accomplishments and work plan at the end of each year. Additional reports or deputations to Council shall be provided, as required.
- 11.3 When the BTAC wishes to make a recommendation, a report must be submitted to CWC for approval. Reports will be signed by the Chair and submitted through the Staff Liaison to the Chief Administrative Officer for information prior to uploading to an agenda.

## **12. Conflict of Interest**

- 12.1 A conflict of interest may arise for Committee members when their personal business interests conflict with the duties and decisions of the Committee. Municipal conflict of interest requirements as defined by the *Municipal Conflict of Interest Act* will apply to the Committee.
- 12.2 Members who have declared an interest on any matter may not move, participate in the discussion, or vote on the matter nor attempt to influence others on the matter.