



# City of Port Moody

## Council Committee Terms of Reference

Date: August 30, 2016

File No. 0360-20-54

Type: Select

Committee Name: Tourism Committee

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## Approvals/Reviews/Amendments

**Approval Date: October 18, 2016**

### 1. Committee Purpose

To provide Council with advice and recommendations on strategic tourism initiatives and related matters as detailed below and within the terms of the Council Committee System Policy and the Council Strategic Plan.

### 2. Duties

- 2.1 The Committee will provide advice and recommendations in the following areas:
- Development, implementation, and maintenance of a Tourism Strategic Plan;
  - Short-, medium-, and long-term goals and objectives for tourism development in the community;
  - Tourism development objectives, strategies, and policies that the Committee deems most likely to achieve the optimum quality and level of employment, activity, and financial stability in the City;
  - Efficiency of the City's tourism, advertising, and marketing programs;
  - Opportunities for strengthening the City's business and tax base, including marketing and partnership initiatives;
  - Regional, provincial, and national tourism trends affecting the City as well as the City's strengths, weaknesses, and threats from a competitive and comparative perspective; and
  - Any other matters referred by Council; and
  - Other areas identified by the Committee for approval by Council.
- 2.2 The Committee may hear and consider representations by any individual, organization, or delegation of citizens on matters referred by Council.
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## **Council Committee Terms of Reference**

### Tourism Committee

## **3. Membership**

- 3.1 In addition to the two (2) Council representatives serving as Chair and Vice-Chair, the Committee will comprise the following:
- Three (3) members representing the community at large; and
  - Three (3) business operators.
- 3.2 Appointments will be made in accordance with the Council Committee System Policy.

## **4. Operations of the Committee**

### 4.1 Meeting Schedule

The Committee will, at their organizational meeting each year, determine their meeting dates, time, and location, and will meet at minimum bimonthly, or at the call of the Chair.

### 4.2 Rules of Procedure

Meetings shall be conducted in accordance with the rules of procedure set out in the Council Procedure Bylaw and Council Committee System Policy.