



SUNSHINE COAST TOURISM
NORTH & SOUTH COAST ADVISORY COMMITTEES
TERMS OF REFERENCE

Last update: November 1, 2021

WHEREBY at an Extraordinary General Meeting held on February 24th, 2021, a revised set of Constitution and By-Laws was adopted, wherein it was agreed that Sunshine Coast Tourism (hereinafter 'SCT') no longer operate under a paid membership model, and a Stakeholder Model (register with no-fees) be approved in its stead which enables the organization to embrace all tourism-related industries on the Coast by considering them as stakeholders;

AND WHEREBY Section 6.1 of the By-Laws gives the Board authority to establish Standing Committees;

AND WHEREBY it is desirous of the Board to establish the 'North & South Coast Advisory Committee' which shall be a Standing Committee of the Board of Sunshine Coast Tourism, operating within the bylaws of Sunshine Coast Tourism;

NOW THEREFORE, this letter serves to be adopted as guidelines to establish the Terms of Reference for the aforementioned Advisory Committee.

1) COMPOSITION:

There shall be two Committees to be formed as follows:

a) NORTH COAST

This Committee will be made up of a combination of SCT Stakeholders in good standing who reside or conduct their business in specific geographic locations of the North Coast, along with a **single** appointed representative of each of the primary North Coast regional partners, funders AND governments.

No more than **one** individual per SCT stakeholder business/organization is permitted for each of the following seats:

Geographic locations:

- One stakeholder representative for qathet North: *defined as north of Tla'amin including Lund, Savary Island, Desolation Sound*
- One stakeholder representative for Texada Island
- One stakeholder representative for City of Powell River: *defined as within the City of Powell river municipal boundaries*

- One stakeholder representative for qathet South: *defined as south of the City of Powell River boundaries*

Government / Funder / Partner Representatives

- Tla'amin Nation: one designated rep (staff or elected councillor)
- Klahoose Nation: one designate rep (staff or elected councillor)
- Qathet Regional District: one designated rep (staff or elected councillor)
- City of Powell River: one designated rep (staff or elected councillor)
- Tourism Powell River: one designated rep (Board member)

b) SOUTH COAST

This Committee will be made up of a combination of SCT Stakeholders in good standing who reside or conduct their business in specific geographic locations of the South Coast, along with a single appointed representative of each of the primary South Coast regional funders AND governments.

No more than **one** individual per SCT stakeholder business/organization is permitted for each of the following seats:

Geographic locations:

- One stakeholder representative for Pender Harbour/Egmont: *defined as SCRD Area A*
- One stakeholder representative for Halfmoon Bay/Secret Cove: *defined as SCRD Area B*
- One stakeholder representative for Sechelt: *defined as within the District of Sechelt or the Sechelt Indian Government District boundaries*
- One stakeholder representative for Roberts Creek: *defined as SCRD Area D*
- One stakeholder representative for Gibsons/West Howe Sound: *defined as SCRD Areas E and F and the Town of Gibsons boundaries*

Government / Funder Representatives

- Shishalh Nation: one designated rep (staff or elected councillor)
- Squamish Nation: one designated rep (staff or elected councillor)
- Sunshine Coast Regional District: one designated rep (staff or elected councillor)
- District of Sechelt: one designated rep (staff or elected councillor)
- Town of Gibsons: one designated rep (staff or elected councillor)

2) CHAIRPERSONS:

Each committee shall be chaired by a current SCT Board Director from their respective side of the coast. (ie. North Coast Committee to be chaired by a director from the North Coast)

3) ACCOUNTABILITY:

These Committees are directly accountable to the Sunshine Coast Tourism Board and staff. The committees cannot execute contracts nor be any kind of official spokespersons for Sunshine Coast Tourism but can provide input and make recommendations to the Board of Directors and staff on matters pertaining to the mandate of Sunshine Coast Tourism.

4) PURPOSE:

These Committees are intended to be a conduit for increased communications between SCT as an organization and its Stakeholders across the entire Coast which will be achieved by:

- SCT sharing organizational updates related to but not limited to:
 - Marketing Initiatives and Campaigns
 - Strategic planning
 - Visitor Services
 - Destination Development
 - Other key projects
- Committee members sharing “on the ground” perspectives about their communities on matters related to tourism, the continued development of the tourism industry, identifying successes and challenges; and offering input to SCT as it relates to the above topics and the organization’s mandate

These Committees will further uphold and abide by the Mission Statement of SCT or, which is as follows:

Sunshine Coast Tourism’s mission is to build a strong tourism economy on the Sunshine Coast consistent with the values of the residents. Sunshine Coast Tourism will:

- Promote the Sunshine Coast to leisure and business travellers as a year-round destination in targeted markets through a strategic, research-based marketing strategy.
- Facilitate the continuing evolution of the destination.
- Increase awareness of the value, contribution, and importance of tourism among the government, population, and businesses on the Sunshine Coast.

5) CONFIDENTIALITY

Members of this Committee shall exercise care not to disclose confidential information acquired in connection of this work or information, the disclosure of which, might be adverse to the interests of Sunshine Coast Tourism. Furthermore, members of this Committee shall not disclose or use information relating to the business of Sunshine Coast Tourism for the personal profit or advantage of the individual or family member.

6) DUTIES AND RESPONSIBILITIES of INDIVIDUAL and COLLECTIVE

- Attend a minimum of 50% of the annual meetings;
- Record minutes for each meeting for distribution to the Board of Directors;
- Review and offer input on the development of marketing & media campaigns, strategic visioning and the delivery of Visitor Services across the Coast;
- Offer local perspectives on successes and challenges and opportunities along the Sunshine Coast
- Provide community-level engagement with other stakeholders.

7) MEETING DATES

The committees may determine their own meeting schedule in consultation with the chairpersons and key staff that will need to be present at the meetings. It is recommended the committees meet three times per year, including one meeting at or on the AGM. The schedule will be also related to the development of annual campaigns and strategic plans and presentations of such drafts for comment.

8) APPOINTMENT TO & REMOVAL FROM ADVISORY COMMITTEES

Selection of Non-Government geographic location stakeholders will be made by appointment and/or by invitation of the members of the Board of Sunshine Coast Tourism. Government stakeholders will select their own representatives from elected officials or their staff as defined above.

Should the behaviour and/or actions of a member of the North or South Coast Advisory Committee be in conflict with the above-stated Purpose, Accountability, Duties and Responsibilities, Confidentiality or be seen to breach the trust of the Board of Sunshine Coast Tourism, its staff, or its mandate OR be seen to be benefitting their own business purposes with information gained from the Advisory Committee, that member can be asked to leave the Advisory Committee. The removal process will include one written warning letter, which if it does lead to a change in behaviour or actions, will then result in a second letter with a formal request.

9) DISSOLUTION OF COMMITTEES

As a Standing Committee of the Board of Sunshine Coast Tourism, the Advisory Committees may, at any time, at the request of the President of Board be dissolved.

10) STAKEHOLDER IN GOOD STANDING

As per SCT bylaws, Article 2 states:

2.1 The Stakeholders of the Society are those businesses and organizations who were Stakeholders at the time these Bylaws became effective, and those organizations who subsequently have become Stakeholders in accordance with these Bylaws and, in either case, have not ceased to be Stakeholders.

2.2 Businesses, associations or government bodies within the Sunshine Coast and/or directly or indirectly engaged or interested in tourism, and/or the economic welfare of the Sunshine Coast, meeting the criteria maintained by the Society for the relevant business category, are stakeholders of the Society and eligible to apply to become Stakeholders.

2.3 Such eligible businesses and organizations may apply to the Board to register with the Society, and the organization becomes a Stakeholder on the Board's acceptance of such application.

2.4 Registration as a Stakeholder shall continue from the time of admittance until such Stakeholder has resigned in accordance with the provision of these Bylaws or has been removed from the roll of Stakeholders by action of the Board.

2.5 Stakeholder registration is non-transferable and new owners of registered Stakeholders must apply for registration.

Duties of Stakeholders

2.6 Every Stakeholder shall:

- uphold the constitution of the Society and must comply with these Bylaws;
- (b) pay all monies due and payable to Sunshine Coast Tourism when due; and
- comply with such code of ethics as is prescribed by the Board from time to time.

2.7 The annual stakeholder minimum contribution, if any, shall be determined by the Board. Changes in such contributions are subject to the approval of the majority of the Directors.

2.8 Stakeholders are further responsible for making sure all of the information concerning their business is kept current with the Society. The Board will use the internet and email as the primary method of communication with Stakeholders. All notices of Sunshine Coast Tourism meetings will be delivered by mail or email.