



Destination Advisory Committee

TERMS OF REFERENCE

1. PURPOSE

The purpose of the Town of The Blue Mountains Destination Advisory Committee is to provide advice and recommendations to Council and Town staff on destination development and tourism initiatives and tourism-related activities.

2. MANDATE

The mandate of the Destination Advisory Committee (DAC) is to represent a variety of tourism stakeholder perspectives and to work collaboratively to support destination development and tourism initiatives with the goal of building a positive experience for visitors and local residents by sharing and discussing opportunities and challenges. This will be accomplished through a focus on the following:

- Supporting and informing implementation of the action items identified in the 2025 – 2030 Destination Strategy;
- Reviewing opportunities and challenges to strengthen the Town's position as a leading tourism destination in Ontario through the focus of destination development investments, improvements and enhancements that benefit both visitors and residents;
- Making recommendations to Council regarding the use of the Town's share of Municipal Accommodation Tax;
- Acting as ambassadors and representatives of tourism to increase awareness of the economic and social benefits of tourism and supporting a whole-of-government approach to improve the business climate for tourism and to enhance collaboration between industry and government;
- Supporting the identification, gathering and dissemination of quality and relevant tourism data, insights and performance measurement through committee, Town, and individual channels as appropriate;

- Supporting efforts to enhance, develop and retain a professional tourism workforce in The Town of The Blue Mountains;
- Advising on initiatives to attract investment and develop/enhance tourism products and experiences;
- Identifying and advising on issues, concerns and government policies that may affect the tourism sector; and
- Sharing relevant news, information, and updates with Town staff and Council.

Importantly, the mandate of the Destination Advisory Committee is not related to tourism marketing and promotion, which is a responsibility of the Town's confirmed Destination Marketing Organization. To ensure collaboration and understanding between destination development and tourism marketing, a seat on the Destination Advisory Committee will be reserved for the Destination Marketing Organization.

3. MEMBERSHIP/VOTING

The Destination Advisory Committee will be comprised of up to thirteen (13) members as noted below, with up to two (2) members of Town Staff.

Members:

- Two (2) at large tourism sector members, representing a range of tourism-related businesses and services, including but not limited to accommodation, retail and hospitality;
- One (1) at large agri-tourism sector member;
- One (1) at large general agricultural member;
- Two (2) at large general resident members;
- One (1) appointed representative from Blue Mountain Short Term Accommodation Association;
- One (1) appointed representative from the Thornbury Business Improvement Area;
- One (1) appointed representative from the Clarksburg Village Association;
- One (1) appointed representative from the Blue Mountain Village Association;
- One (1) appointed representative from the Blue Mountain Chamber of Commerce;

- One (1) appointed representative from the Town's confirmed Destination Marketing Organization;
- One (1) appointed representative from Blue Mountain Resort;

A Chair and Vice Chair shall be appointed amongst the Destination Advisory Committee members. The Mayor will serve as an ex officio member of the committee and does not count towards quorum, but does have the right to vote and make motions.

In addition to the membership composition, one (1) non-voting membership seat will be reserved for a Grey County staff member within the Economic Development and Tourism department, and one (1) non-voting membership seat will be reserved for a Grey Sauble Conservation Authority staff member with a focus on tourism development/management.

The individual for the one (1) voting membership seat for the Town's confirmed Destination Marketing Organization must not be employed or affiliated in an official capacity with any of the other organizations or groups that hold a voting membership seat on the committee.

Members will:

Members of the Destination Development Advisory Committee are expected to know and abide by the relevant conduct policies of the Town. In addition, the following guidelines shall be understood by members of the Committee:

- Members shall not direct or release any messaging without the approval of the Destination Advisory Committee;
- All members play an important and equal role in ensuring that a functional relationship with high integrity exists within the Destination Advisory Committee;
- Constructive and informative debate and opinion sharing can be a constructive part of the group decision-making process. However, when the debate becomes ongoing, inappropriate, unconstructive, or offensive, and before becoming a conflict, each member shares equal responsibility and may need to intervene with an appropriate dispute resolution mechanism; and
- It is the responsibility of the member to declare any affiliations and/or inclusion on the Town's Lobbyist Registry to the Town Clerk as soon as possible in writing.

3. ACCOUNTABILITY

Where appropriate, the Destination Advisory Committee will provide Council with recommendations on an as-needed basis through reports to the Committee of the Whole. Council may request update reports at any time on specific projects or initiatives.

4. QUORUM

A Committee is required to follow the Town's Procedural By-law, therefore, there are requirements relating to Quorum as per the standards of the Municipal Act, 2001. A meeting of the Committee shall have at least seven (7) Committee members, one (1) member of Town staff and one (1) staff resource for notetaking present.

5. CLOSED SESSION

A Closed Session shall not be considered an option available to the Destination Advisory Committee.

6. REMUNERATION

No compensation shall be provided to non-Town Staff members of the Destination Advisory Committee for their participation.

7. MEETINGS

- The Destination Advisory Committee meetings will be held virtually or in person (at the discretion of the Chair), with all meetings recorded and posted on the Town's website. All meetings will be open to the public.
- The Destination Advisory Committee will meet every two months, in person, up to a maximum of eight (8) times in each calendar year;
- Additional meetings of the Destination Advisory Committee may be called by the Chair, with a minimum of five (5) business days' notice, to address urgent matters. The determination of a matter being deemed urgent will be at the discretion of the Chair;
- The Term of the Destination Advisory Committee will be in effect until March 31, 2030 to align with the implementation of the 2025 – 2030 Destination Strategy;
- The Term of members will match the term of the Destination Advisory Committee;
- Meetings shall have a duration of no longer than two (2) hours in length;
- Formal minutes will be taken through the staff resources provided by the Town. Notes taken will be in the form of action items that highlight agreed-upon next steps and identify those individuals who are responsible for the completion of specific tasks;
- The Committee will have the flexibility to establish sub-committees to fulfil a specific and defined mandate;
- Before formal action is taken by Town Staff, the Committee shall provide recommendation reports and/or budget requests to Council for consideration;

- The Committee shall provide an annual progress report to Council regarding the status, activities, and advancement of the Committee activities; and
- If an extension of the term of the Committee is required, the Committee may provide a recommendation to Council to extend the term. Rationale and justification shall be provided for Council consideration that clearly demonstrates that the Committee has maintained the original scope and focus, and demonstrates that additional time is required to complete the work.

8. AGENDA, MINUTES AND PROCEDURE

- Agenda items will be established through the mutual consent of the Chairperson and the Lead Town Staff Member.

9. RELATED POLICIES AND TRAINING REQUIREMENTS

POL.COR.18.08 Workplace Violence & Harassment Policy

POL.COR.18.10 Social Media Policy

POL.COR.19.02 Council Staff Relationship Protocol

[Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c.11](#)

[Municipal Conflict of Interest Act, R.S.O. 1990](#)

[Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990](#)