



TERMS OF REFERENCE

TOURISM ADVISORY COMMITTEE

PURPOSE:

The purpose of the Committee is to develop a new & comprehensive governance and structural model that will strengthen collaboration between and integration across all parts of Nanaimo's tourism sector.

Key objectives of the Committee include:

- Reporting to Council with recommendations for the successful delivery of unified tourism services in Nanaimo via a model that is collaborative and integrated in terms of its governance and structure.
- Ensuring that all recommendations provided to Council include information and feedback gathered through meetings and engagement with stakeholders from across the tourism sector.
- Reviewing existing or past documents pertaining to tourism governance and structure and identifying any trends and patterns that are applicable to Nanaimo going forward, as well, reviewing examples of best practices from other parts of BC and Canada where communities have introduced models for tourism governance and structure that have proven to be effective and successful.

MEMBERSHIP:

The membership of the Committee will consist of a minimum of nine (9) members

ELIGIBILITY:

All residents of the City of Nanaimo are eligible to apply; however, individuals with direct involvement in the tourism industry will be given preference for membership on this Committee

MEETING FREQUENCY:

In addition to regularly scheduled meetings, the Committee will meet upon call of the Chair or the request of two Committee Members.

STAFF SUPPORT:

The following City Departments may provide support to the Committee in accordance with the ***City of Nanaimo Committee Operating Guidelines***:

- Communications & Community Engagement
- City Clerk
- Other Staff as required

OBSERVERS & COMMUNITY SUPPORTS:

Non-voting representatives may be invited to attend the meeting specific to topics of shared interest. All regular meetings are open to the public.

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