



Destination Development Advisory Committee

This Committee will operate under the CCCTA Constitution and By-laws; however, this document pertains to the specific governance of the Destination Development Committee.

Interpretation of Terms:

CCCTA	Cariboo Chilcotin Coast Tourism Association
DD	Destination Development
Quorum	The minimum number of members of the committee that must be present, either in person or via teleconference, at any of its meetings to make the proceedings of that meeting valid.
Majority	The greater number of members of the committee quorum.

Purpose:

The purpose and mandate of the Cariboo Chilcotin Coast Destination Development Advisory Committee ("the Committee") is to provide strategic advice to the Cariboo Chilcotin Coast Tourism Association (CCCTA) Board, CEO and staff. Specifically, the committee supports and advises on the following:

1. Communication and implementation of the three (3) Destination Development Strategies plus one (1) Regional Destination Development Strategy in the CCCTA Region. The three development areas are:
 - a. Interlakes
 - b. Gold Rush Trail
 - c. Chilcotin Central Coast

Conflict of Interest:

It is the responsibility of each member to be conscious of possible conflicts of interest and abstain from either the discussion or the vote in question by excusing oneself from the room.

Committee Duties:

The Committee will assist in refining the regional destination development priorities and strategic opportunities and will ensure that the Destination Development Strategies benefit from a broad base of expertise and knowledge in all fields contributing to destination quality.

Committee members will provide critical input and feedback as well as provide a regional perspective.



The Committee will act as a sounding board in the development of CCCTA programs and initiatives that align with industry and communities' needs and objectives, that capitalize on market opportunities and that leverage other funds and investments.

The Committee Members will act as ambassadors and be a positive force in fostering industry understanding of and support for the Destination Development Strategies for each planning area.

The Committee is not responsible for determining staffing or resource allocation for Cariboo Chilcotin Coast Tourism.

Membership:

The Committee is comprised of up to fifteen (15) members that will strive to include a fair and balanced, representation from each community/ geographic area/and representation from each of these categories of organizations, but not limited to:

- Private sector tourism operators
- Accommodation & Hospitality
- Economic Development Organizations
- Business Associations
- Tourism Sectors
- Regional or Provincial organizations (Tourism HR, Investment Attraction, Regional Trust, etc.)
- Educational Institutions
- Non-profit groups
- Local government - elected officials or staff
- First Nations Communities or Indigenous Tourism Businesses
- Transportation providers

Ideally, the 15 members as a whole will represent a balanced cross-section of the tourism destination. A CCCTA Board Director will be appointed to the committee as part of the 15 members.

To ensure that there is a healthy mix of backgrounds and expertise amongst the nominees, the Committee (with assistance from CCCTA Board and Staff) must collectively ensure that no more than two committee members are from the same sector or community.

Length of Term: Terms of the members will be staggered to ensure the committee remains fresh and vibrant, with each committee member serving a two-year term.

Stepping Down: Members may step down from the DD Advisory Committee through written notice to the DD Advisory Committee Chair.



Members must attend meetings and be prepared to contribute in a positive and collaborative manner.

Each Member shall:

1. Act honestly, in good faith and in the best interest of the Cariboo Chilcotin Coast tourism industry.
2. Not communicate confidential information to anyone not entitled to receive the same; and
Committee Members may be asked to sign a confidentiality agreement.
3. Not use Committee Membership to secure special privilege, favours, or exemptions for themselves or for others.

Chair of the Committee:

The Destination Development Manager, or in that person's absence, a CCCTA representative will Chair the committee meetings. The Chair will be responsible for the creation of the Agenda, distributing it and the previous meeting minutes to committee members no less than five business days prior to the scheduled meeting.

The Chair of the committee shall schedule each meeting based on the availability of the majority of members.

Meetings:

There shall be no less than (2) meetings of this committee each year. The first draft of the minutes will be distributed via email to all members within five business days of the meeting taking place.

A quorum will be reached when A SIMPLE MAJORITY of the members are present at the meeting either in person or via teleconference. Any motion put forth will require a majority vote to be carried and implemented.