



Sustainable Tourism 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
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 Sustainable Tourism Advisory Committee (“the Committee”) is to inform, coordinate, energize and generate work synergies between the agents and entities that constitute the tourism sector of Cariboo Chilcotin Coast Tourism Destination. In addition, this committee will provide strategic advice around sustainable tourism to the Cariboo Chilcotin Coast Tourism Association (CCCTA) Board, CEO and staff. Specifically, the committee supports and advises on the following:

- Biosphere Certification action plan and the implementation of Destination Stewardship activities and projects
- Annual renewal of Biosphere Destination Certification
- Adoption of sustainability principles and activities throughout the entire tourism value chain

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:

- This Sustainable Tourism Advisory Committee will have the role of promoting the adoption of sustainability throughout the tourism value chain in the Cariboo Chilcotin Coast region.
- Committee members will provide critical input and feedback from a regional perspective on Destination Stewardship and the Biosphere Certification.



- Inform, coordinate, energize and generate work synergies between the agents and entities that constitute the tourism sector of Cariboo Chilcotin Coast Tourism Destination.
- 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 Biosphere Certification and Destination Stewardship.
- 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 and Social Development Organizations
- Business Associations
- Tourism Sectors
- Regional or Provincial organizations (Tourism HR, Investment Attraction, Regional Trust, etc.)
- Educational Institutions
- Non-profit groups
- Environmental and Conservation Organizations
- Local government - elected officials or staff
- First Nations Communities or Indigenous Tourism Businesses
- Transportation providers
- Organizations focused on sustainability within the region

Ideally, the 15 members will represent a balanced cross-section of the 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: Members do not have term limits. The appointment of the committee member is for a two-year term. Terms of the members will be staggered to ensure the committee remains fresh and vibrant.

Stepping Down: Members may step down from the Sustainable Tourism Advisory Committee through written notice to the Sustainable Tourism 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 Biosphere 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.