

TERMS OF REFERENCE

Cariboo Chilcotin Coast Tourism Marketing Association – Marketing Committee

March 2023

Cariboo Chilcotin Coast Tourism Marketing Association Mandate

Established on August 28, 2017 Cariboo Chilcotin Coast Tourism Marketing Association is a not-for-profit society wholly owned by the Cariboo Chilcotin Coast Tourism Association (CCCTA). The society works collaboratively with tourism stakeholders across the region to coordinate tourism marketing at the international, provincial, regional and local levels.

Cariboo Chilcotin Coast Tourism Marketing Association has been mandated to fulfill several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the regional tourism industry. These include:

- Marketing the Cariboo Chilcotin Coast domestically, nationally and internationally as a tourist destination; and
- Promoting the growth of the tourism industry in the Cariboo Chilcotin Coast to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation, by:
 - Providing support for corridor and community tourism marketing;
 - Providing industry leadership in tourism marketing;
 - Promoting training and development related to tourism marketing; and
 - Conducting tourism-related market research.

1.0 Committee Purpose

The purpose and mandate of the Marketing Committee (“the Committee”) is to provide strategic advice to the Board, CEO and senior marketing staff. Specifically, the committee supports and advises on the following:

- a. Marketing strategies for the organization;
- b. Ways to use marketing strategies and programs to align tourism marketing programs across the region
- c. Performance metrics to act as the basis for transparent tracking of the success of the organization’s tourism marketing programming, and the performance of the tourism sector, particularly against key competitors); and
- d. Leveraging and cost-sharing formulae as appropriate.

2.0 Roles and Responsibilities

The Committee will:

- Provide advice, support and recommendations to the Board, CEO and staff on marketing strategies, tourism performance metrics and cost-sharing formulae.
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- Support Cariboo Chilcotin Coast Tourism in its efforts to protect, manage, and deliver its brands to the world using a best in class approach.
- Provide a link to stakeholders and coalesce an industry voice related to tourism issues and opportunities with a regional perspective.
- Act as a sounding board in the development of programs and campaigns to align with industry business objectives, capitalize on market opportunities and leverage investments.
- Provide advice on the priority marketing investments of the organization.
- Act as an ambassador and a positive force in fostering industry understanding of Cariboo Chilcotin Coast Tourism's objectives, priorities and activities.

The Marketing Committee is not responsible for determining staffing or resource allocations for the organization.

3.0 Selection Process

The Committee is comprised of up to eleven (11) members including:

- the CCCTA CEO,
- a minimum of one (1) CCCTA board appointee,
- one (1) MRDT collecting member from each of the following:
 - The CCRD, and parts of KSRD that are Kitasoo Xai'xais traditional territory,
 - The CRD areas K ,J & I, and CRD areas D & A west of the Fraser River,
 - The District of Wells, the City of Quesnel, FFGRD area E, CRD area B, CRD areas D & A east of the Fraser River, and the remainder of CRD areas F & C,
 - The District of 100 Mile House, CRD areas L & H north of Hwy 24, CRD areas E & G, City of Williams Lake, CRD area F south of the Horsefly & Black Creek roads,
 - The District of Lillooet, SLRD (A&B), Village of Clinton, TNRD area E & TNRD area L south of Hwy 24), and
- the committee may also include one (1) representative from each of the following as they are developed:
 - The Gold Rush Trail marketing committee,
 - The Land of Hidden Waters marketing committee,
 - The Great Bear Rainforest marketing committee, and
 - The Chilcotin marketing committee.

NOTE: Written descriptions of Collection Area are provided here for reference but are approximate using local descriptors; any dispute will be determined by the official map and confirmation of the Marketing Committee.

All collecting members must be nominated and elected by the Marketing Program participants by electronic voting. Participants will be considered eligible to vote if they are collecting MRDT or DMF and have contributed to the program financially within the last twelve (12) months. Sub-regional marketing committee representatives will be chosen by the

committee but must be a MRDT or DMF remitting member and have contributed to the program financially within the last twelve (12) months.

NOTE: The initial committee will be elected from and by the eligible accommodations identified in the MRDT application process.

The CCCTA Board may, from time to time, provide additional policies or guidelines to the committee, including a Conflict of Interest Policy. It is in the best interests of the committee to be aware of, and properly manage all conflicts of interest, and perceived conflicts of interest. This will help the committee to achieve its goals through accountability and transparency. The selection process, committee activities and committee outputs will be jointly reviewed by the Committee and the CCCTA Board and CEO annually.

The committee is supported by CCCTA staff resources, including meeting preparation and operations.

Member Profile:

Individuals chosen for the Marketing Committee should have the following characteristics:

- Are collaborative and prepared to work for the benefit of tourism region-wide (as opposed to the benefit of tourism in their area only).
- Are very experienced and knowledgeable about tourism marketing on global, national and provincial scales.
- Have a thorough understanding of the issues, sectors and opportunities in the area from which they are chosen, and have direct experience in one or more of: consumer marketing, partnerships, visitor services, and/or research and evaluation.
- Are willing to work collaboratively with others in a fully transparent and accountable process.
- Desire to contribute to the Cariboo Chilcotin Coast Tourism objectives in a meaningful way, including prioritizing time for Committee meetings and review of materials.

Term of Committee Membership:

The Committee must remain fresh and vibrant. As a result members may serve for three-year terms and may not serve for more than six years consecutively. Terms will be staggered to ensure a smooth annual turnover of Committee members. No substitution of members will be allowed, and Committee members who do not attend two consecutive meetings may be requested to resign. In exceptional circumstances, the Chair of the Committee, on the advice of the Area that nominated the member, may grant extended leave to a member who will miss two or more consecutive meetings for reasons beyond the member's control. Terms conclude annually on March 31.

4.0 Operations of the Committee

The Committee meetings will be chaired by the Director of Marketing, or in their absence the CEO. The Committee may select a Vice-Chair from its members.

Members of the committee will have their travel expenses reimbursed to attend committee meetings, but will not be paid a per-diem.

Experts and other resource people may be invited to participate on an ad hoc basis as appropriate, to contribute to specific agenda items.

A majority of committee members will constitute a quorum.

Committee Admin Responsibilities:

The Committee Admin will be provided by the CCCTA staff:

- Scheduling meetings and notifying committee members
- Inviting guests to attend meetings when required
- Completing and reviewing meeting minutes and ensuring circulation to all members of the committee
- Guiding the meeting in accordance with the agenda, including ensuring decision items result in a decision or action

Meeting Schedule

The Committee will meet on a regular basis, on a schedule determined by the Committee and CEO, which allows it to fully achieve its purpose. The committee should meet a minimum of two times a year in person; this will normally coincide with the annual strategic planning schedule created by the Board and staff. Additional meetings may be by teleconference.

Orientation

Upon appointment, new committee members will receive background and training on the mandate and activities of Cariboo Chilcotin Coast Tourism Marketing Association, the CCCTA Board, and the committee.

Meeting Agendas

Meeting agendas will be approved by the Chair and CEO and distributed to all members of the Committee at least five days prior to the meeting date.

Minutes

Minutes of the meeting will be recorded by CCCTA staff. Minutes will be distributed to all committee members following review by the Chair and CEO.

Recommendations

The recommendations of the Committee should be arrived at via consensus and reported back in minutes to the CCCTA Chair and CEO. This should include any background information and/or reports that have been provided to the Committee. If a consensus cannot be reached a vote will be called and the committee will publicly support the majority.

Communications

The Committee has a communications charter to ensure the flow of information between CCCTA, the Marketing Committee and tourism stakeholders in the Cariboo Chilcotin Coast and to support Committee members in their role as ambassadors for Cariboo Chilcotin Coast.

Removal from the Committee

The members of the Committee may, by special resolution, remove a Committee member prior to the expiration of that member's term of office for breach of Bylaws, policies described in the Policy Manual, or the Code of Conduct, or for a conflict of Interest, and another Committee member may be elected, or by ordinary resolution appointed, to serve until the next election.

A special resolution to remove a Committee member requires two thirds of the members to vote in favour of a Motion to consider removal of the member. A Member so nominated for removal has the right to a Hearing and to provide additional information for consideration by the Committee. The Committee members will conduct the Hearing within 30 days of the date of the Motion to consider the circumstances of the proposed removal. Two thirds of the Members are required to be present for the Hearing.

Following the Hearing and within (30) days of the Hearing, the members will vote on a Motion for Removal of the committee member. Only those members who attended the Hearing are eligible to vote on the removal motion and two thirds of those eligible members must vote in favour of removal for the member to be removed.