

Terms of Reference: Sector Advisory Committee

January 2016

1. Mandate:

The role and mandate of the Sector Advisory Committee is to:

- Provide OTMPC and its Board with market expertise and input for identifying industry priorities, issues, risks and opportunities as they arise
- Communicate trends across the sectors with a priority on experiences that align with OTMPC's strategic directions and priorities
- Communicate future market development activities and investments within the sectors

2. Reporting and Accountability:

Specifically, the Sector Committee will:

- Foster discussions on matters of strategic marketing importance pertaining to the tourism industry
- Provide a voice for industry sectors in the development of OTMPC's marketing programs
- Provide advice to OTMPC in optimizing marketing programs
- Act as ambassadors in fostering stakeholder understanding of OTMPC's marketing programs
- Identify product opportunities for OTMPC's priority markets
- Work with the RTO Committee to input into the development of the OTMPC's Business Plan and Marketing Strategy
- Identify joint partnership programs for OTMPC to pursue with industry
- Invest in OTMPC's programs (cash and in-kind)
- The Board member reports to the Board on behalf of the Committee.

3. Roles and Responsibilities:

Position	Role/Responsibilities
Committee Chair <i>(Appointed by the OTMPC Board of Directors upon recommendation from OTMPC's Nominations Committee for a 2 year term.)</i>	<ul style="list-style-type: none"> ▪ Convene and chair committee meetings as required ▪ Ensures a quorum before proceeding with a meeting ▪ Ensure committee has a clear mandate and defined responsibilities, and that it performs meaningful work to fulfill these responsibilities ▪ Review and evaluate committee effectiveness and take steps to improve it ▪ Work and communicate with the CEO, senior management and RTO Committee Chair
Board Member	<ul style="list-style-type: none"> ▪ Report to the board on behalf of the committee and sub-committee, at each board meeting following committee deliberations
Committee Vice-Chair <i>(Appointed by the OTMPC Board of Directors upon recommendation from OTMPC's Nominations Committee for a 2 year term.)</i>	<ul style="list-style-type: none"> ▪ In the event of absence of the chair or if the chair position is vacant, the vice-chair performs the functions of the chair
Committee Member <i>(Appointed by the OTMPC Board of Directors upon recommendation from OTMPC's Nominations Committee for a 2 year term with an option to extend for</i>	<ul style="list-style-type: none"> ▪ Attend and actively participate at committee meetings ▪ Provide industry knowledge and intelligence as it relates to the planning and activities of the committee

Position	Role/Responsibilities
<i>one additional year.)</i>	
OTMPC staff (Non-Voting Member) OTMPC staff	<ul style="list-style-type: none"> ▪ Prepare meeting materials, budgets and minutes of meetings ▪ Provide information and intelligence as it relates to the planning and activities of the committee ▪ Measure and report on performance of marketing activities ▪ Prepare committee reports for committee chair and Board member ▪ OTMPC Lead - V.P. Marketing

4. Membership:

Size of committee: Up to 19 members

- The committee will be comprised of 50% industry operators and 50% representation from the tourism industry associations Destination Marketing Organizations (DMOs) and other tourism professionals.
- Terms for committee members are approved by the Nominations Committee for a period of 2 years which can be extended for up to 1 additional year. Committee chairs are recommended by the Nominations Committee and approved by the Board.
- Requirements: Members may be sector associations and industry professionals who reflect five core Ontario tourism experiences :
 - Wine & Culinary,
 - Attractions,
 - Festivals and Events,
 - Arts/Culture/Heritage
 - Nature/Adventure/Outdoors
- Members should have work experience, skills and competencies relevant to the committee's mandate, roles and responsibilities.
- Members who miss 3 meetings in a fiscal year may have their membership terminated. No substitution of members or proxy is permitted at committee meetings. Only one person from a sector can sit on the committee.

5. Committee Operations:

- Time and Place of Meetings
Meetings should be held at locations convenient to most committee members in order to minimize travel time and expenses. The Sector Committee will meet 3 times a year. Individual committee meetings should be no longer than one day. A member may participate in a meeting of the committee by means of telephone or other communications facilities that permit all persons participating in the meeting to hear each other.
- Notice of Meetings
OTMPC staff sends out a notice of meeting on behalf of the chair; cancellation of a meeting is at the discretion of the chair.
- Chairing
The Chair is expected to preside over all meetings of the Committee. In the absence of the Chair, the Vice-Chair presides.
- Quorum
Two-thirds of the members of the committee constitute a quorum.
- Voting
It is expected that the Committee will operate on a consensus basis. All major recommendations to the OTMPC and the Board shall be made as resolutions and recorded.
- Keeping Records
OTMPC staff to keep records of all meetings.