

Terms of Reference: RTO Advisory Committee

November 2013

1. Mandate:

The role and mandate of the Regional Tourism Organization (RTO) Advisory Committee is to:

- Support the co-ordination, collaboration and alignment of RTO and OTMPC's marketing programs and brand;
- Provide OTMPC and its Board with regional insight, market expertise, issues, risks and opportunities as they arise
- Communicate trends, market conditions and results from market development activities and investments

2. Reporting and Accountability:

Specifically, the RTO Committee will:

- Foster discussions on matters of strategic marketing importance pertaining to the individual geographic regions that provide tourism assets within the province
- Provide a voice for regions 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 Sector and Marketing Metrics Committees to provide input to the development of the OTMPC's annual 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 of the RTO Committee reports to the Board on behalf of the Committee.

3. Roles and Responsibilities:

Position	Role/Responsibilities
Committee Chair <i>(Selected by the Committee members and affirmed by the OTMPC Board of Directors for a 2 year term; and rotated through the RTOs)</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, Sector and Marketing Metrics Committee Chairs
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>(Selected by RTO Committee for a 2 year term, affirmed by the OTMPC Board of Directors and rotated through the RTOs)</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>(Recommended by RTO and Confirmed by the OTMPC Board of Directors)</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 ▪ May consist of <i>Executive directors or Senior marketing officials of each RTO including RTO 13, A, B, and C</i>
OTMPC staff <i>(Non-Voting Member)</i>	<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

Position	Role/Responsibilities
OTMPC staff	committee <ul style="list-style-type: none"> ▪ Measure and report on performance of marketing activities ▪ Prepare committee reports for committee chair and Board member ▪ OTMPC lead - V.P. Industry Relations

4. Membership:

Size of committee: up to 15 members

- The composition of the committee will take into consideration sub-regional representation from RTO 13
- Terms for committee appointment: committee members are approved by the Nominations Committee for a period of 2 years which can be extended for up to 1 additional year. RTO boards will review memberships at the end of each term and renewals are thereby permitted.
- Requirements: Members may be Chair, Executive directors or Senior marketing officials of an RTO. 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 reviewed. No substitution of members or proxy is permitted at committee meetings. Only one person from an RTO 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 RTO 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

OTMP 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.
