

TERMS OF REFERENCE

BRANDING & MARKETING IN THE COLUMBIA VALLEY

Project Steering Committee

1. Members, Committee Structure and Roles

1.1 Members

Members of the Project Steering Committee are representatives of community organizations and the tourism industry that share a common interest in regional collaboration around tourism branding and marketing in the Columbia Valley.

1.2 Committee Structure

The committee is made up of stakeholders representing the following organizations:

- Representative from each of community Destination Marketing Organizations (Tourism Radium DMO; Invermere-Panorama DMO).
- Representative from Panorama Resort.
- Representative from Fairmont Hot Springs Resort.
- Representative from Copper Point Resort.
- Representative from the Columbia Valley Tourism Marketing Committee.
- Representative from the Columbia Cultural Tourism Association.
- Representative from the Columbia River Greenways Trail Alliance.
- Representative from the Columbia Valley Golf Trail.
- Representatives from the Columbia Valley Community Directed Funds Committee.

In addition to mandated committee members, the following resource organizations are to be invited to each committee meeting:

- Kootenay Rockies Tourism
- Columbia Basin Trust

1.3 Member's Roles

- To be engaged: attend meetings, follow-up and report back to the steering committee on action items.
- To report back to represented organizations about the committee's activities and progress; and request decision/input from represented Boards where necessary.
- To supply resources, networks and expertise to further the objectives of the committee.

2. Vision and Objectives

2.1 Vision

A collaborative and trusting environment in which Columbia Valley stakeholders recognize the importance of tourism and have come together to promote the region dynamically, effectively and efficiently as a place to live work and play by using consistent brand messaging – maximizing social and economic benefit to all stakeholders and the community at large.

2.2 Objectives

Towards the vision stated above, the objectives of the Project Steering Committee are as follows:

- Propose a formalized model for regional branding and marketing collaboration for the Columbia Valley, including a model for sustainable funding.
- Propose board governance for regional branding and marketing collaboration, including membership, representation, policies, focus and scope.
- Create a transition plan for leadership from project steering committee to a new Board of Directors.
- Support and provide input on the development of a Tourism Plan that is regional in scope, in collaboration with Kootenay Rockies Tourism/Destination BC.
- Address all other “issues requiring resolution” raised at the April 27, 2015 tourism industry forum, as outlined on page 11 of the “Tourism Industry Survey Results & Regional Forum Summary Report”.

3. Scope

The scope of the Project Steering Committee is limited to:

Formalizing, planning and communicating a collaborative process for tourism branding and marketing in the Columbia Valley.

4. Governance

- Meetings are scheduled at least one month in advance with a target of one meeting per month; or at the call of the Chair.
- Decision-making is by majority vote, with effort made towards consensus-building in advance of a vote.
- Committee meetings are conducted with the support of a facilitator, who facilitates discussion, provides requested resources and meeting materials.
- Committee members must designate an alternate to attend in their absence. Committee members will notify the Co-Chairs of alternates in advance of the meeting, via email, and confirm that they have delegated their voting privilege to the alternate.
- At the first committee meeting, two Committee Co-Chairs will be selected.

Role of Co-Chairs

- To act as chairperson in Committee meetings.
- To act as a public representative of the Committee.
- To communicate with absentee steering committee members and encourage future attendance.

5. Communications

- Communications among members is by email.
- Agenda and meeting materials are to be sent out by the facilitator for a given meeting at least one week in advance of a scheduled meeting.
- Public communications about committee activities are to be authorized by all members in advance.

- A written summary/progress report with action items following each meeting is to be provided by the facilitator within two days of the meeting, and then distributed by committee members to their various represented organizations' Boards prior to the next steering committee meeting.