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# Brampton Tourism Advisory Committee

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## Terms of Reference



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## **Brampton Tourism Development Corporation (BTDC) Advisory Committee Terms of Reference**

### **1. PURPOSE**

The Advisory Committee of the Brampton Tourism Development Corporation (BTDC) is established to provide strategic guidance, expert advice and community insight to support the BTDC's mission of promoting Brampton as a premier tourism destination. The committee will contribute to the development of tourism products, marketing initiatives and partnerships that aim to support Brampton's visitor economy.

### **2. OBJECTIVES**

The main objective of the Advisory Committee will be to provide direct insight and feedback to the BTDC Board of Directors to support the promotion of tourism and tourism product development in Brampton. Additional objectives include:

- Work collaboratively to develop Brampton as a tourism destination
- Welcome visitors to Brampton that are travelling for work, family or play
- Provide advice to the BTDC on tourism strategies, product development and marketing campaigns
- Identify opportunities for tourism product development
- Provide feedback on proposed initiatives and performance metrics
- Support stakeholder engagement and community outreach
- Promote collaboration between public, private and non-profit sectors

### **3. MEMBERSHIP**

#### **3.1 Composition**

The committee shall consist of 8–12 members that represent the tourism sector from a diverse range of businesses, including but not limited to:

- Hospitality and accommodations
- Arts, culture and heritage
- Attractions and activity-based businesses
- Sport based businesses
- Retail and culinary
- Transportation and travel services

- Indigenous and multicultural communities
- Economic development and business areas

### 3.2 Appointment

Members will be appointed by the BTDC Board of Directors via an application process. The BTDC Board of Directors will prioritize the following when reviewing applications;

- Experience working in Brampton
- Knowledge of Brampton as a tourism destination
- Balance of representation from various business sectors
- Availability to participate in meetings and working sessions

Members will be committed for a term of one (1) year, with the possibility of renewal. The first term of the Advisory Committee will commence in September 2025 and close December 31, 2026.

### 3.4 Roles and Responsibilities of Advisory Committee

Committee members are expected to:

- Attend and actively participate in scheduled meetings
- Share expertise and insights relevant to tourism development aligned with objectives
- Act as ambassadors for BTDC and overall Brampton tourism sector
- Review and provide input on strategic plans, reports, and initiatives
- Maintain confidentiality and act in the best interest of BTDC

### 3.5 Principles

To ensure that the Committee operates effectively and fulfills its role in supporting the Board, it will be governed by the following set of principles:

- **Impartiality:** the Committee will formulate its advice in an impartial, objective, and fair manner.
- **Consensus-based:** the Committee will strive for and provide its consensus-based views to the Board, taking into consideration a diversity of viewpoints and rooted in careful and comprehensive consideration of the input from all Committee Members.
- **Timeliness:** the Committee will provide its input within the time frames required as outlined by the BTDC Board of Directors.

## 4. ROLE OF CITY OF BRAMPTON STAFF

City of Brampton staff will support the Advisory Committee with several functions including but not limited to;

- Preparing meeting agendas
- Finalize meeting minutes for circulation
- Provide updates on City of Brampton's program initiatives related to tourism sector
- Bring in City of Brampton support staff from various departments as deemed necessary to support advisory committee meeting agendas

## 5. MEETINGS

All selected Committee Members will be invited to Tourism Advisory Committee Meetings.

- The committee will meet a minimum of 6 times in a year, every other month, with additional meetings scheduled as needed.
- Meeting agendas and materials will be distributed at least one week in advance.

The Advisory Committee may call a special meeting to address an urgent matter. Meetings shall be conducted in person, or by other means of communication that permit all persons participating to communicate with each other simultaneously. Meetings shall be held at a location within the City of Brampton

### 5.1 Voting

At any meeting, recommendations made by the Advisory Committee shall be determined by a majority of the votes cast on the question.

All voting shall be done by a show of hands. A tie vote will result in a defeated motion.

Committee members, may not abstain from voting unless they have disclosed a direct or indirect pecuniary interest in a matter under consideration. A refusal to vote for any other reason will be deemed to be voting in the negative.

Votes conducted by the Advisory Committee are intended to reflect collective input and consensus; however, they do not carry decision-making authority and shall not be interpreted as binding actions on the operations or strategic direction of the BTDC.

### 5.2 Reporting

The Advisory Committee reports to the BTDC Board of Directors. A summary of discussions and recommendations will be documented and shared with the Board following each meeting.

Recommendations made by the Advisory Committee from committee meetings are non-binding and do not imply automatic approval or endorsement by the BTDC Board of Directors.

### 5.3 Meetings Quorum

A quorum of the Committee Members shall be a majority of the Committee Members. Committee Members may provide approved alternates, from time to time, and shall be counted for the purposes of quorum.

If no quorum is present thirty (30) minutes after the time appointed for a meeting of the Committee, City staff will record the names of the Committee Members and approved alternates present and the meeting will stand adjourned.

## 6. ABSENTEEISM AND VACANCY

If an appointed Committee Member is absent from three (3) consecutive scheduled meetings, or in the opinion of the Committee if any Committee Member's absenteeism jeopardizes the objectives of the Committee, the Committee may request the Board to appoint a replacement Committee Member. For the purposes of this provision, attendance by an approved alternate shall not be considered to be attendance by a Committee Member.

The position of a Committee Member or of an approved alternate becomes vacant if the Committee Member or approved alternate (as the case may be):

- Dies; or
- Resigns by written notice to the Board; or
- Is removed by the Board for their position.

If the position of a Committee Member becomes vacant, the position of their approved alternate shall also be deemed to have become vacant.

In the event of a vacancy in the position of Committee Member, the Board may appoint an individual for the Committee Member's unexpired term.

If a Committee Member and their approved alternate are unable to attend a meeting, they should inform the Chair and the Secretary as soon as possible to confirm quorum requirements.



## 7. CONFLICT OF INTEREST

An appointed Committee Member who has a direct or indirect pecuniary interest in a matter under consideration shall disclose the general nature of such interest to the Committee and it shall be recorded in the meeting minutes by the Secretary.

Advisory Committee members shall not knowingly take advantage of, or benefit from, information that is obtained through their Committee duties and responsibilities and which is not generally available to the public.

## 8. TRANSPARENCY

Recognizing the importance of keeping the public informed with respect to the Committee's purpose, membership, and activities, these Terms of Reference and Committee Members' names may be made public. Furthermore, meeting agendas and a summary of the outcomes of these meetings may also be posted publicly.

## 9. MEDIA RELATIONS AND COMMUNICATIONS

All media contact shall be directed to the BTDC Board of Directors.

The actions and recommendations of the Committee are subject to the policies and administrative practices of the City, including provisions pertaining to the use of corporate logo(s), letterhead, website, information pamphlets, media advertisements and the like.

If a Committee Member chooses to communicate through the media, which may include or involve interviews, editorials, writing of a regular column, etc. where they are identified as a member of a Committee, the Committee Member shall feature an appropriate and acceptable disclaimer stating, "the opinions reflected by the Committee Member are their own personal comments and are not endorsed nor representative of the Brampton Tourism Development Corporation, the Brampton Tourism Advisory Committee, the City of Brampton, or City of Brampton Council."

## 10. REVIEW

These Terms of Reference will be reviewed annually by the Advisory Committee and the BTDC Board to ensure continued relevance and effectiveness.