

Terms of Reference: Northern Tourism Marketing Committee

April 2014

1. Mandate:

The role and mandate of the Northern Tourism Marketing Committee is to:

- oversee the development and implementation of a business and tourism marketing plan for northern Ontario that is consistent and complimentary to the broader OTMPC provincial marketing strategy and recognizes the North's unique tourism products
- monitor, assess and communicate trends, market conditions and results from market activities and investments made in northern Ontario
- assist and advise OTMPC in activities related to the northern Ontario market

2. Reporting and Accountability:

Specifically, the Northern Tourism Marketing Committee will:

- Oversee expenditure of an annual dedicated allocation, subject to Management Board approval, for northern tourism marketing activities, consistent with all provincial government directives, guidelines and policies, and with OTMPC Board approval. This includes annual funding for a Northern Tourism Marketing Office and annual funding for Northern Ontario Tourism Association Program (NOTAP), which is subject to review after 3 years.
- Develop annual strategic directions for the Northern Ontario market consistent with the OTMPC's strategic direction.
- Develop an annual Marketing Plan for the Northern Ontario market for incorporation into OTMPC's annual Marketing Plan and Business Plan
- Review and assess Canadian Tourism Commission/other government programs and industry-initiated programs; make recommendations for partnership participation.
- Identify and develop relevant market opportunities for priorities identified by the RTO and Sector committees.
- Work effectively with the RTO and Sector Committees to develop and implement strategies and partnerships
- Provide market knowledge and marketing expertise to the OTMPC through the committee and staff
- Develop integrated communications tactics to inform and facilitate industry participation in partnership programs in each market
- Champion/ communicate Partnership and Committee programs to industry. Invest in programs (cash and in-kind)
- Oversee the northern tourism marketing activities of the Northern Tourism Marketing Office, including
 - * consultations with northern stakeholders regarding OTMPC northern tourism marketing activities/products to build partnerships in the north and lever investments in northern tourism marketing and provincial products
 - * communication of OTMPC consumer research information to northern industry stakeholders and partners
 - * provision of marketing expertise and guidance to OTMPC staff located in the Northern Tourism Marketing Office in the identification and development of market ready northern products
 - * providing input to Ministry of Northern Development and Mines, Ministry of Tourism Culture and Sport and OTMPC on provincial tourism marketing policies, programs and initiatives to ensure they reflect the needs and concerns of the tourism industry in the North
 - * reporting on northern marketing activities, resources and program results to the Board on a quarterly basis, or as required by the Board

The Northern Tourism Marketing Committee reports to the Board at each Board meeting on committee activities, actions and recommendations via committee reports. The Chair of the Northern Tourism Marketing Committee reports to the Board on behalf of the Committee.

3. Roles and Responsibilities:

Position	Role/Responsibilities
Committee Chair <i>(nominated by the Board through its nomination process and approved by the Minister of Tourism and Recreation in consultation with the Minister of Northern</i>	<ul style="list-style-type: none"> • Convene and chair committee meetings, both regular meetings and 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

Position	Role/Responsibilities
<i>Development and Mines)</i>	<ul style="list-style-type: none"> ● Report to the board on behalf of the committee, at each board meeting following committee deliberations ● Review membership on committee to ensure reasonable balance of representation from sub-sectors of tourism industry and make recommendations to the Nominations Committee for new members and member re-appointments. ● Review and evaluate committee effectiveness and take steps to improve it ● Work and communicate with the CEO, senior management, Sector and RTO Advisory Committees , and Marketing Metrics Committee chairs, the board and its chair
Committee Vice-Chair <i>(elected by Northern Tourism Marketing Committee unless determined by Board)</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>(nominated by the Board through its nomination process and approved by the Minister of Tourism and Recreation in consultation with the Minister of Northern Development and Mines)</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
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 committee ● Measure and report on performance of marketing activities ● Prepare committee reports and presentations for committee chair ● OTMPC Lead: Director of Northern Partnerships
Other Resource, e.g., NOTAPS <i>(Non-member)</i>	<ul style="list-style-type: none"> ● Provide reports, updates and results and other information related to the planning and activities of committee ● Attend meeting by invitation

4. Membership:

Size of committee: 12-17

- Three members of the Committee shall be the three members of the Board appointed by the Lieutenant Governor in Council as the Board's Northern Representatives. The remaining committee members shall be nominated by the Board through its normal nomination process and approved by the Minister of Tourism, Culture and Sport in consultation with the Minister of Northern Development and Mines.
- The composition of the committee should take into consideration a balance of representation from industry sectors, tourism operators, Ontario regions, size of business and gender.
- Terms for committee appointment: committee members are approved by the Minister upon recommendation of the Nomination Committee for a period of 2 years which can be extended for up to 2 years.
- Requirements: Members must have current involvement in the industry but should not be consultants. 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 an organization 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 Committee will meet 3-4 times a year before Board meetings and to meet timelines for Board approval of the annual marketing plan. 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 a committee constitute a quorum.
- Voting
It is expected that the Committee will operate on a consensus basis. All major recommendations to the Board shall be made as resolutions and recorded.
- Keeping records
OTMPC staff to keep records of all meetings