

Cumberland Region  
Tourism Advisory Committee  
Terms of Reference

## Overview

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The Cumberland Region Tourism Advisory Committee's primary purpose and role is to provide advice to the municipalities of Cumberland, Amherst and Oxford regarding the development of the tourism sector in the Cumberland Region.

## Term

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The Committee's initial mandate is for a three year term. At the end of the three years, the Committee will review the terms of reference and make recommendations to the three municipalities regarding the Committee's continuing role.

## Mandate

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The Municipal Councils of Cumberland, Amherst and Oxford have each approved the following mandate for the Committee.

- To provide advice and recommendations to the Municipal Councils of Cumberland, Amherst, and Oxford that will advance the regions progress towards its tourism vision and the implementation of the 2019-2022 Cumberland Region Tourism Development Strategy.
- To act as tourism ambassadors and assist staff in educating, reaching out, and informing other tourism partners and visitors;
- To serve as a stakeholder resource for staff to gain insight and advice from a tourism business perspective;

- To help build positive relationships between the regions municipalities and all tourism stakeholders;
- To enhance communication within the tourism sector;
- To assist in the promotion and communication of the Cumberland region tourism brand.
- To address issues related to tourism “weaknesses” as identified in the 2019-2022 Cumberland Region Tourism Development Strategy;
- To identify emerging tourism conditions/trends/niche markets that will assist in implementation of the strategy.

## Committee Composition

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The membership of the Tourism Advisory Committee will be as follows:

Voting:

- 3 Council members from the Municipality of Cumberland.
- 2 Council members from the Town of Amherst
- 1 Council member from the Town of Oxford
- 1 representative from the Nova Scotia Indigenous Tourism Enterprise Network (NSITEN)
- 1 member representing Federation Acadienne de la Nouvelle Ecosse (FANE)
- 1 member representing African Nova Scotian Cultural Tourism Network
- 1 representative from Communities in Bloom
- 1 member to represent the registered trails organizations active in Cumberland
- 7 tourism industry representatives

Non-Voting:

- 1 staff member from each municipality
- 1 representative from Tourism Nova Scotia (TNS)

The Municipality of Cumberland will provide a recording secretary. Other staff members from each municipal unit may be asked to attend meetings to assist the Committee as required.

## Delegated Authority

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The Tourism Advisory Committee is established as an advisory committee to the three Municipal Councils and does not have any delegated authority. The Committee has no authority to direct staff. Any advice requiring implementation, reports or staff actions must first be considered by each of the municipal Councils.

## Committee Member Selection Process

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Tourism Advisory Committee members will be selected as follows:

- Municipal Councils will each select their own representatives.
- Staff members will be appointed by the CAO of each municipality.
- Applications for industry representatives will be solicited using radio, newspaper, and municipal websites. Interested citizens will be invited to submit a letter of interest and experience. The staff and Council members appointed to the Committee will review the applications and select 7 industry representatives.
- Nova Scotia Indigenous Tourism Enterprise Network, Federation Acadienne de la Nouvelle Ecosse, African Nova Scotian Cultural Tourism Network, and Tourism Nova Scotia will each be asked to appoint a representative.

- The registered trails societies and associations in the region will be requested to jointly nominate one representative.
- The registered Communities in Bloom societies will be requested to jointly nominate one representative.

## Functioning of the Committee

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The Committee will elect a Chair and Vice Chair from amongst its voting members.

A quorum consists of a majority of the members of the Committee. Decisions of the Committee will be made by consensus. For the purposes of this Committee, consensus means general agreement, or a decision that all members of the Committee can live with, even if it is not every member's preferred way forward. If a minority of the Committee strongly objects to a decision, reasonable efforts will be made to find an accommodation. If those efforts fail, the dissenting opinions will be briefly noted in the Committee's recommendations.

## Sub-Committees

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The Tourism Advisory Committee may convene sub-committees with the purpose of implementing specific action items within defined time frames.

## Tourism Development Officer

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The Tourism Development Officer for the Municipality of Cumberland will be the primary staff resource for the project and will tend to the following:

- Coordination of meetings and workshops.

- Preparation for meetings which will include; creating agendas, conducting research, and gathering information in order to prepare reports for the Committee and for the Councils.
- Preparation of semi-annual reports to the three Municipal Councils.
- Management of documents.
- Communications.
- Arranging for meeting space and all necessary materials.
- Arranging for special presentations and guest speakers.

## Budget and Resources Remuneration

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Steering committee members serve as volunteers and shall serve without remuneration.

## Location of the Meetings

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The Committee meetings will normally be held at the Municipality of Cumberland office in Upper Nappan; however, there may be meetings at other locations.

## Frequency of Meetings

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It is expected the Committee will schedule regular bi-monthly meetings, or meet at the call of the Chair.

Meetings will normally be held during normal business hours, however special workshops and meetings may be held on weekends or evenings.

## Absenteeism

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If a Committee member misses three consecutive meetings without the consent of the Committee, the Committee will advise the person or body responsible for the appointment or nomination of the member, and request that they recommend either the continued representation by that member, or the replacement of the member with another person to be named.