



## Terms of Reference

# Tourism Advisory Committee

Approved by Council Resolution CR-2023-128 on April 3, 2023.

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**Alternative formats available upon request by contacting:**  
[accessibility@scugog.ca](mailto:accessibility@scugog.ca) or 905-985-7346 ext. 115

# Scugog Tourism Advisory Committee

## Terms of Reference

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### 1. Purpose

The purpose of the Tourism Advisory Committee is to provide advice, comments and recommendations to Council on tourism services, activities and initiatives to promote the Township. The Tourism Advisory Committee will also include the Scugog Shores Museum and Archives as described below.

### 2. Mandate

The mandate of the committee is to represent a variety of Tourism stakeholders and work with staff to further tourism-focused strategic goals and initiatives as set out by Council, including:

- Continue implementation of the tourism action items identified in the 2018 Scugog Community Tourism Strategy;
- Increase awareness of the economic and social benefits of tourism, and support a whole-of-government approach to improve the business climate for tourism and enhance collaboration between industry and government;
- Improve the quality, the quantity and the sharing of tourism data and strengthen performance measurement and the tracking of visitors for tourism related events;
- Support industry to enhance, develop and retain a professional tourism workforce in Scugog;
- Attract investment and develop and enhance tourism products and experiences;
- Increase awareness of Scugog's unique tourism offerings within Ontario and improve the coordination and impact of marketing efforts.

The mandate of the Scugog Shores Museum and Archives component shall be as follows:

- Identify and respond to issues, concerns and government policies that may affect the operations of the municipality's community Museum and Archives;
- Advise Township of Scugog Council, Senior Municipal Administration and Scugog Departments on events and activities on the Scugog Shores Museum and Archives
- Assist in the development of a comprehensive and efficient museum and archival service that reflects the community's unique needs;
- Encourage and support the Museum and Archives to meet or exceed recognized professional standards including administration, research and dissemination of information, collection acquisition, development and management, conservation/preservation, exhibition, education and programs, and visitor services;
- Liaise with the community including individuals, groups, and organizations to

- get input and encourage support for the Museum and Archives;
- Promote the activities and programs of the Museum and Archives;
- Encourage the Museum and Archives to provide programs and services that are affordable, accessible, and inclusive;
- Ensure that the Museum and Archives' activities promote the advancement of education or other purposes of a charitable nature beneficial to the community as a whole.

### **3. Committee Composition**

The Committee shall be composed of ten (10) voting members, 1 of which shall be a member of Council, 1 representative from the Scugog Chamber of Commerce, 1 representative from the Port Perry BIA, 1 business owner or lake based tourism operator, 1 representative from the Arts Community, 1 representative from MSIFN, and 4 citizen members to be selected by Council.

A Council member shall be appointed to the committee to provide continuity between the committee and Council and shall be a voting member of the committee. The Mayor is a member ex-officio.

Youth members (ages 13 – 18) are encouraged and welcomed and would be appointed by Council as non-voting members.

### **4. Subcommittees**

The Committee may form Subcommittees and working groups as may be necessary to address specific issues. The Committee shall establish a clearly defined, specific work plan for the subcommittee or working group, which shall not be the core function of the Committee. The work plan for the subcommittee or working group shall be provided to Council. These Subcommittees may draw upon a member of the Committee as well as outside resource members, as deemed necessary. The Chairperson of a Subcommittee and/or working group shall be a voting member of the Committee. Staff support will not be provided to a Subcommittee or working group.

### **5. Staff Support**

Township Staff have two principle functions in regard to Committees: Committee Coordinator role and Staff liaison role, providing technical support, policy advice and guidance, as needed.

The Committee will receive administrative support (Committee Coordinator) from the Development Services Department. This will include the recording of minutes, the preparation of agendas, support necessary to convene a meeting and other support as may be necessary from time to time.

The Director of Community Services or designate acts as the staff liaison for this committee.

## **6. Procedures and Rules**

As a formal Committee of Council the Committee is subject to the Procedure By-Law which governs the procedures of Council and its Committees and Board, Rules of Procedure for Committees, Boards and Advisory Committees Code of Conduct, the Township's Harassment Policy and any other applicable policies and/or procedures.

## **7. Conflict of Interest**

A conflict of interest may arise for Committee members when their personal or business interests clash with the duties and decision of the Committee. Municipal conflict of interest requirements as defined by the Municipal Conflict of Interest Act, R.S.O. 1990, c. M.50 will apply to the Committee.

If a Committee member discloses a pecuniary interest, that member shall remove themselves from the meeting for the duration of the discussion and voting (if any) with respect to that matter.

## **8. Council Role**

Council may, at its discretion, at least annually, review the composition of the Committee to ensure that it is representative of their mandate and is working effectively. Council can, with or without the advice of the Committee, make changes to the composition of the committee to ensure Committee effectiveness.

## **9. Youth Members**

Youth members shall serve a term of up to twelve (12) months, generally corresponding with the traditional school year and are not eligible to act as Chair or Vice Chair, and must meet the following requirements:

- Youth members shall reside in the Township of Scugog.
- Youth members must be secondary school students aged 13 to 18 and express an interest in tourism activities.
- It is important that the youth member be able to attend as many Advisory Committee meetings as possible. The member should be able to be contacted or reached during the day should additional meetings be required.
- Applicants for youth membership must include a letter of reference from their school and a letter of parental/guardian support with their expression of interest.