



2016
TOURISM STRATEGY COMMITTEE

Councillor J.H. Carlson
Councillor B.D. Mearns
Councillor J.P. Mauro

Dan Berdusco
David Robb

March 2015
March 2015

September 2017
September 2017

Chinook Country Tourist Association
Economic Development Lethbridge
Lethbridge Sport Council
Lethbridge Lodging Association

Nikolaus Wyslouzil
Erin Crane
Susan Eymann

Executive Director
Event & Partnership Development
Executive Director
Executive Director

Jessica Robinson, Legislative Services Assistant/Committee Assistant, 403-329-7383

Terms of Reference adopted February 2015, Revised July 2015

Membership:	Three members of City Council 2 Citizens at large One representative Chinook County Tourist Association One Representative Economic Development Lethbridge One representative Lethbridge Sport Council One representative Lethbridge Lodging Association Term of the Committee will be until the completion of all tasks or September 2017, whichever comes first. All Committee appointments will be for the full term of the Committee (until completion of all task or September 2017, whichever comes first)
Mandate:	To actively encourage a collaborative approach for tourism initiatives. Lead the development of a Destination Management Plan and Tourism Strategy. Duties and responsibilities: <ul style="list-style-type: none"> • Completion of a Destination Management Plan • Development of an implementation strategy for the Destination Management Plan • Other strategic tourism objectives as identified • Establish a communication strategy for stakeholders
Meetings:	Monthly, every fourth Tuesday 1:00 to 3:00 p.m. City Council Chambers
Contact:	Office of the City Clerk – 403.320.7383

City Council
Tourism Strategy Committee – Ad Hoc

Terms of Reference

1. Name and Type of Committee

Tourism Strategy Committee
Ad Hoc Committee of City Council

2. Statement of Purpose

Actively encourage a collaborative approach for tourism initiatives.
Lead the development of a Destination Management Plan and Tourism Strategy.

3. Composition of Committee

The Committee shall be comprised of:

- Three (3) members of City Council. The Mayor will be considered to be a non-voting ex-officio member of the Committee.
- Chinook Country Tourist Association – one (1) representative
- Economic Development Lethbridge – one (1) representative
- Lethbridge Sport Council – one (1) representative
- Lethbridge Lodging Association – one (1) representative
- Citizen at Large – two (2)

4. Term of Committee and Appointments

- Term of the Committee will be until the completion of all tasks or September 2017, whichever comes first
- All Committee appointments will be for the full term of the Committee (until completion of all task or September 2017, whichever comes first)

5. Chair and Vice-Chair

The Chair and Vice-Chair shall be members of City Council.

6. Sub-Committees

The Committee may establish a Working Committee to manage the process for the preparing and completion of a Destination Management Plan.

The committee may establish sub-committees to examine, consider, report and take action, which is consistent with the sub-committee terms of reference.

- a. The Chair of any such committee shall be a member of the Tourism Strategy Committee.
- b. Members from the community at large may be appointed to committees.
- c. Committee meetings may be called at the request of the Chair of the committee.
- d. Minutes of all committee meetings will be provided to all committee members.

Duties and Responsibilities

- Completion of a Destination Management Plan.
- Development of an implementation strategy for the Destination Management Plan.
- Other strategic tourism objectives as identified.
- Establish a communication strategy for stakeholders.

7. Committee Support

- a. Alberta Culture & Tourism Representative
- b. Economic Development Customer Liaison
- c. Recording Secretary for meetings
- d. Travel Alberta Representative
- e. Other Administrators subject to request by Committee

8. Meetings

Monthly meetings, every fourth Tuesday, 1 to 3 pm, Council Chambers.

9. Quorum

A quorum of the Committee shall consist of five (5) of the voting members including the Chair or Vice-chair.