

# Lethbridge Destination Management Organization (LDMO) Board

## Terms of Reference

### 1.0 MANDATE

To establish a destination management organization that provides direction and proactive leadership that encourages the private and public sectors to undertake programs and projects that will promote and foster growth related to the visitor experience in Lethbridge.

### 2.0 NAME

The name of the Entity shall be the “Lethbridge Destination Management Organization” (LDMO) until such time as the entity is established, at which time the name may change.

### 3.0 PURPOSE

The purpose of the Board is to transition the Lethbridge visitor functions and services currently provided by Chinook Country Tourist Association, Economic Development Lethbridge, and Lethbridge Sport Council to a single destination development and management organization.

The new organization will champion the implementation of the Vision, Desired Outcomes, Strategies and Priority Initiatives as outlined in the Lethbridge Destination Management Plan.

### 4.0 PROCEDURES AND ORGANIZATION

#### 4.1 Membership

The Board of Directors shall consist of a maximum of thirteen (13) voting members.

The thirteen (13) voting members shall consist of the following:

- i) City Council member appointed by City Council (1)

The following voting members shall be appointed by City Council, initially:

- ii) Restaurant Representative (1)
- iii) Citizens at Large (2)

The remaining voting members will be appointed by various key sectors and ratified by City Council, initially:

- iv) Allied Arts Council (1)
- v) Chinook Country Tourist Association (1)
- vi) Economic Development Lethbridge (1)
- vii) Lethbridge Sport Council (1)
- vii) Lethbridge Lodging Association (1)
- viii) \*Lethbridge Major Attractions (4)

\* Lethbridge Major Attractions are as follows:

ENMAX Centre  
Lethbridge Exhibition Park  
Galt Museum & Archives/Fort Whoop-Up  
Helen Schuler Nature Centre  
Nikko Yuko Japanese Garden  
Southern Alberta Art Gallery

The advisory, non-voting members shall be:

- i) Executive Director.
- ii) Other resource people as identified and required.

#### 4.2 Term of Appointment

All appointments, initially, shall be for a two-year term commencing upon appointment.

#### 4.3 Removal of Directors

The LDMO may, by resolution of a quorum of the LDMO, terminate any member if the member has three consecutive unexcused absences from regular meetings.

#### 4.4 Chairperson

The Board is responsible to select from amongst its membership a Chairperson.

#### 4.5 Quorum

A quorum of the LDMO shall consist of a majority of the voting members present.

#### 4.6 Voting

All decisions of the LDMO shall be by a simple majority of the voting members present.

#### 4.7 Meetings

Meetings shall be held on such basis as determined by the LDMO.

A meeting may be called at the request of the Chairperson within 48 hours notice.

The meetings shall be open to the public excluding discussions of those issues of a confidential nature.

#### 4.8 Conflict Of Interest

When a conflict of interest arises, the member affected shall disclose the general nature of the interest and leave the room until the matter is dealt with.

If a member is temporarily absent from a meeting and has a pecuniary interest in any matter that was discussed, he/she shall disclose the same on his/her return.

The pecuniary interest and abstention shall be duly recorded in the minutes.

#### 4.9 Executive Director

The Executive Director will be accountable to the LDMO Board.

The Executive Director will be hired on a contract basis.

Terms and conditions of the contract of the Executive Director shall be determined by the LDMO Board, subject to approval of the City of Lethbridge.

#### 4.10 Committees

The LDMO will establish committees to examine, consider, report, and provide advice.

- i) The chairperson of the committee will be a Board member.
- ii) Members from the community at-large may be appointed to committees.
- iii) Committee meetings may be called at the request of the chairperson of the committee.

##### 4.10.1 Hiring Committee

- i) Participate in the hiring process of the Executive Director.
- ii) Comprised of, at a minimum, the LDMO Chairperson and two Board members.

#### 4.10.2 Executive and Governance Committee

The LDMO establish an Executive and Governance Committee consisting of the Chairperson, and four Board members appointed by the LDMO.

- i) The Executive Director shall serve in an advisory capacity on the Executive and Governance Committee.

#### 4.10.3 Transition Steering Committee

The LDMO establish a Transition Steering Committee to develop the transition plan (including schedule, strategy, oversight, funding).

- i) Comprised of, at a minimum, two Board members, and

Executive Director  
City Administration

In consultation with the Executive Directors of:  
Chinook Country Tourist Association  
Economic Development Lethbridge  
Lethbridge Sport Council

### 5.0 RESPONSIBILITIES

#### 5.1 City Council

- i) All appointments of voting members to the LDMO Board shall be ratified by City Council, initially, in accordance with the provisions of articles 4.1 and 4.2.
- ii) City Council approve the four-year Business Plan and corresponding base funding.
- iii) All contracts and agreements on behalf of the LDMO shall be entered into by City of Lethbridge, unless or until the LDMO becomes a legal entity.

#### 5.2 City Administration

- i) City Administration will cooperate with the LDMO within City Council guidelines, providing information and assistance wherever possible.
- ii) The City shall provide the LDMO with liaison and advisory services.

### 5.3 LDMO

- i) Shall set its strategic direction through a four year Business Plan aligned with the City's operating budget cycle. The plan, shall contain, at a minimum, the LDMO's list of priorities, long-term goals, performance measurements and strategic plan.
- ii) Prior to the end of the City's operating budget cycle, the LDMO shall submit to City Council for consideration during budget deliberations, their four year Business Plan and request funding support for the next four (4) calendar years.
- iii) Submit yearly, a detailed Annual Action Plan based on the four year Business Plan, and a report regarding the previous year's work.
- iv) Submit annually, an Audited Annual Financial Statement and a Summary of Results Report, regarding the previous calendar year.
- v) Shall be responsible for the initiation, coordination, and implementation of visitor programs in general for Lethbridge.
- vi) Make recommendations to City Council on specific programs, projects, and issues that relate to tourism matters.

### 6. FUNDING

- i. Base funding for the LDMO is approved by City Council.
- ii. The LDMO shall identify, evaluate, and solicit all possible funding sources at the Federal, Provincial and Corporate levels.