

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: September 6, 2012	
SUBJECT/REPORT NO: Tourism Advisory Committee (PED12159) (City Wide)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Anna M. Bradford (905) 546-2424 Ext. 3967 Patti Tombs (905) 546-2424 Ext. 4693
SIGNATURE:	

RECOMMENDATION

- (a) That the membership of a Tourism Advisory Committee be established as follows:
 - (i) A minimum of 7 and up to 12 citizen members who have a demonstrated interest in and knowledge of the tourism sector;
 - (ii) A minimum of 1 and up to 3 members of Council.
- (b) That the Tourism Advisory Committee Terms of Reference, attached as Appendix "A" to Report PED12159, be approved.
- (c) That the City's Selection Process be initiated to appoint the citizen members.
- (d) That staff be directed to prepare a budget submission for the newly created Tourism Advisory Committee as part of the Planning and Economic Development submission for the 2013 budget process.

EXECUTIVE SUMMARY

On May 24, 2012 the Board of Tourism Hamilton Inc. (the Board) passed a unanimous motion at its Annual General Meeting to dissolve, and to pursue the establishment of a Tourism Advisory Committee in order to better serve the interests of Hamilton's tourism and hospitality industry. Subsequently, the Board Chair forwarded a letter to Mayor Bratina and Members of Council requesting the Board's dissolution be acknowledged, and that Council support a move to establish a Tourism Advisory Committee.

At its meeting of July 12, 2012, Council passed the following motion:

5.11 *Correspondence from the Tourism Hamilton Inc. Board of Directors, respecting their resolution to dissolve Tourism Hamilton Inc., and request for the development of a Tourism Advisory Committee.*

Recommendation:

- (a) *That the correspondence from Tourism Hamilton Inc. Board of Directors respecting the dissolving of the Tourism Hamilton Board and the creation of a Tourism Advisory Committee, be received;*
- (b) *That Council support/agree to this dissolution;*
- (c) *That staff be directed to report back to the General Issues Committee on the Terms of Reference for the creation of a Tourism Advisory Committee.*

Staff from the Tourism and Culture Division have worked with the Board's Ad Hoc Transition Working Group and developed a Tourism Advisory Committee Terms of Reference attached as Appendix "A" to Report PED12159.

Upon Council's approval of the Committee's Terms of Reference, the membership selection process will commence and recommendations will be made to Council by the Selection Committee. Members of Council can be appointed at any time upon approval of this report. It is anticipated that the Committee would become operational in the Fall of 2012. Staff will also prepare a budget submission for the 2013 budget process to support minor expenses related to the Committee's meetings and activities.

Alternatives for Consideration – Not Applicable

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

There are minor financial implications associated with the recommendations in Report PED12159. It is anticipated that staff will submit a budget request, to support the

meetings and related activities of the Tourism Advisory Committee, through the 2013 budget process.

Staffing:

There are no staffing implications associated with the recommendations in Report PED12159. Staff from the Tourism and Culture Division will be assigned to attend meetings and liaise with the Tourism Advisory Committee.

Legal:

Final dissolution of Tourism Hamilton Inc. will become effective once the Province of Ontario responds to official paperwork which will be submitted by the City's Legal Services Division. The process will be completed according to the Province's response; however, it is projected that this will be completed prior to the end of 2012. Official dissolution papers do not preclude Council, staff and the industry from moving towards the formation of a Tourism Advisory Committee.

Establishing a Tourism Advisory Committee is congruent with the City of Hamilton By-Law No. 10-053 - A By-Law to Govern The Proceedings of Council and Committees of Council, Appendix I, Criteria For The Creation of Advisory Committees or Task Forces.

HISTORICAL BACKGROUND

Tourism Hamilton Inc. was incorporated as a not-for-profit corporation with a Board of Directors on June 26, 2002. At this time a Service Agreement was developed that outlined the terms and responsibilities of the Tourism Hamilton Inc. Board and the City of Hamilton. Since that time Tourism Hamilton Inc., has continued to operate and fulfil its overall purpose and mission as stated:

“Tourism Hamilton Inc. is an innovative destination management organization dedicated to significantly increasing new and return tourist visitation in Hamilton¹.”

In early 2012, having reviewed the existing Service Agreement with the City, the Board determined that the interests of the tourism and hospitality industry in the City would be better served through the formation of a Tourism Advisory Committee. As such, at its Annual General Meeting on May 24, 2012, the Board passed a unanimous motion to dissolve Tourism Hamilton Inc.

On July 12, 2012, Council received a letter from the Board Chair, Stephen Goulding, requesting Council acknowledge the dissolution of Tourism Hamilton Inc., and indicating the Board's desire for Council to establish a Tourism Advisory Committee. On July 12, 2012 Council directed staff to pursue the development of a Committee.

¹ APPENDIX “A” - Tourism Hamilton 2011-2014 Strategic Plan (PED11048)

Tourism and Culture staff, in collaboration with the Ad Hoc Transition Working Group (comprised of representatives from the Board), have developed a Terms of Reference for the Committee. Upon Council approval of the Terms of Reference, staff will initiate the membership selection process for the Committee. It is anticipated that the Committee will be established by the late Fall 2012.

POLICY IMPLICATIONS

There are no policy implications associated with Report PED12159.

RELEVANT CONSULTATION

The following stakeholders participated in the development of the Tourism Advisory Committee Terms of Reference and Report:

Councillor R. Pasuta and Councillor R. Powers

Chair, Tourism Hamilton Inc.

Tourism Hamilton Ad Hoc Transition Working Group

Senior Project Manager, Tourism and Culture Division, Planning and Economic Development Department

Acting Manager of Tourism, Tourism and Culture Division, Planning and Economic Development Department

Manager of Cultural Initiatives, Tourism and Culture Division, Planning and Economic Development Department

Director, Tourism and Culture Division, Planning and Economic Development Department

General Manager, Planning and Economic Development Department

Business Administrator, Treasury Services, Corporate Services Department

Solicitor, Legal Services, City Manager's Office

City Clerk and Deputy Clerk, Corporate Services Department

ANALYSIS / RATIONALE FOR RECOMMENDATIONS

The overall goal in establishing a Tourism Advisory Committee is to enable Committee members to be the voice of the tourism and hospitality industry, and to provide Council with advice on issues, opportunities, policies, and by-laws pertinent to the sector.

The Tourism Advisory Committee would report to Council through the General Issues Committee in accordance with the rules and procedures established by the City Clerk's Office.

ALTERNATIVES FOR CONSIDERATION

Not applicable

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Intergovernmental Relationships

- ◆ Maintain effective relationships with other public agencies

Growing Our Economy

- ◆ A visitor and convention destination

APPENDICES / SCHEDULES

Appendix A to Report PED12159 – Tourism Advisory Committee Terms of Reference

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Tourism Advisory Committee Terms of Reference DRAFT

1. Mandate

The Tourism Advisory Committee, reporting through the General Issues Committee, provides advice to City Council on the tourism industry and identifies issues and opportunities to support the growth and development of tourism as an economic, community and cultural driver in Hamilton.

As advocates for innovation, leadership, and exceptional city attractiveness for visitor experiences, the Tourism Advisory Committee (“the Committee”), provides a voice for, and a means of communication to, and from, the tourism industry.

2. Objectives

- a. Provide knowledgeable and informed advice on the tourism industry to the City of Hamilton.
- b. Identify issues and opportunities for the continued development of tourism in Hamilton.
- c. Identify, facilitate and support partnership and collaboration with the tourism industry.
- d. Enhance communication within the tourism sector.
- e. Assist in the development of measurable outcomes for the City of Hamilton’s tourism activities and initiatives.
- f. Advise on the development and implementation of the City of Hamilton’s Tourism Marketing Plan.
- g. Promote the value and contribution of tourism to Hamilton’s economic, community and cultural vitality.
- h. Assist in furthering the success of relevant corporate policies, plans and initiatives such as the City’s Strategic Plan and Cultural Policy.

3. Membership

- a. Members of the Committee are appointed by Hamilton City Council through the City's Selection Process.
- b. Council will appoint a minimum of 1 and up to 3 members of Council to serve on the Committee.
- c. Council may appoint a minimum of 7 and up to 12 members from the public who have a demonstrated interest in and knowledge of the tourism sector.
- d. Citizen applications for membership are submitted and reviewed by the Selection Committee as part of the City of Hamilton application process for Agencies, Boards and Committees.
- e. The duration of membership is for the term of Council or until such time as successors are appointed by Council.
- f. If a vacancy occurs before the end of a term, Council may appoint a replacement at the recommendation of the Selection Committee.
- g. A Chair and Vice Chair shall be appointed annually by a majority vote of the Committee.

4. Responsibilities of Members

- a. Members are expected to prepare for and attend all scheduled meetings of the Committee and participate in the Committee's discussions and deliberations.
- b. Members may be asked to represent the Committee at events and to make presentations as required.
- c. A member who misses 3 consecutive meetings, without being excused by the Committee, may be asked to resign.

5. Meetings

- a. Quorum consists of a majority of the membership plus one.
- b. Meetings occur at the call of the Chair or as determined by the Committee (minimum of 4 meetings per year).

6. Reporting

Minutes and Reports (when required) of the Committee shall be forwarded to the General Issues Committee in accordance with established City policy and procedures.

The Committee will report to the General Issues Committee detailing highlights of their accomplishments.

7. Resources

- a. Designated Tourism and Culture Division staff will attend meetings and assist in preparing agendas and performing minor tasks related to Committee activity in accordance with the rules and procedures established by the City Clerk's Office.
- b. Additional Tourism and Culture Division staff may attend meetings on an as needed basis to discuss specific items and/or in an advisory capacity.
- c. Meeting space will be provided by the City of Hamilton.
- d. The Committee may call upon ad hoc advisers to address specific industry topics.