

# SAYWARD TOURISM COMMITTEE

## MEETING AGENDA

January 18, 2017 – 7:00 pm

### VILLAGE OF SAYWARD COUNCIL CHAMBERS

1. **Call to Order.**
2. **Introduction of Late Items.**
3. **Approval of Agenda.**  
**Recommended Resolution:**  
That the Agenda for the Sayward Tourism Committee Meeting for January 18, 2017 be approved.
4. **Minutes of Previous Meetings.**  
**Recommended Resolution:**  
That the Minutes of the Sayward Tourism Committee Meeting held on December 14, 2016 be adopted.
5. **Delegations. - Nil**
6. **Correspondence. - Nil**
7. **Unfinished Business. - Nil**
  - a. **Election of the Tourism Committee Board**  
The Committee Board will be comprised of seven (7) members as follows:
    - The Mayor of Sayward
    - One (1) Village of Sayward council member
    - One (1) representative from Sayward Futures Society
    - Four (4) representatives representing the tourism operators and businesses in the area
  - b. **Election of Tourism Committee Board Positions**  
The Tourism Committee Board to elect the following three positions:
    - Committee Chair
    - Committee Vice Chair
    - Committee Secretary
  - c. **Working Waterfront Project**  
Darren to provide a verbal update on the Working Waterfront project.
  - d. **Welcome to Sayward Valley Sign Update**  
Darren to provide a verbal update on the “Welcome to Sayward Valley” sign.
8. **New Business**  
**Visitor Center Building at Junction**  
Lisa Ramsey from Sayward Futures Society would like to discuss the possible use of the building.
9. **Public Question Period (maximum 15 minutes).**  
**Chair:** “The purpose of the public question period is to permit people in the gallery to ask questions about the issues discussed by the Committee during the meeting. Speakers will

be allowed to ask one question each. If time permits, after everyone has had an opportunity to ask questions, speakers will be allowed to ask a second question. For the record, please state your name and address.”

**10. Adjournment.**

**Recommended Resolution:**

That the Sayward Tourism Committee Meeting of January 18, 2017 be adjourned.

# SAYWARD TOURISM COMMITTEE

## MINUTES

December 14, 2016

### VILLAGE OF SAYWARD COUNCIL CHAMBERS

In Attendance: Mayor John MacDonald  
Jacqueline Mewis  
Michael Marsh  
Darren Kiedyk  
Joyce Ellis  
Lisa Ramsey  
Linda Fear  
Terry Burnett

**a. Call to Order.**

The meeting was called to order at 7:00 pm.

**b. Introduction of Late Items. - Nil**

**c. Approval of Agenda.**

**Recommended Resolution:**

That the Agenda for the Sayward Tourism Committee Meeting for December 14, 2016 be approved. **CARRIED**

**d. Minutes of Previous Meetings.**

**Recommended Resolution:**

That the Minutes of the Sayward Tourism Committee Meeting held on November 9, 2016 be adopted. **CARRIED**

**e. Delegations. - Nil**

**f. Correspondence. - Nil**

**g. Unfinished Business. - Nil**

**i. Recommended Resolution:**

**2017 Touring and Exploring Guide**

That the Committee accepts the verbal update from Darren and approve the 2017 Touring and Exploring Guide advertisement. **CARRIED**

**ii. Welcome to Sayward Valley Sign Update**

Darren to provide a verbal update on the "Welcome to Sayward Valley Sign.

*Sign RFP has been submitted and will be reviewing submissions and making a recommendation.*

**h. New Business.**

**Recommended Resolution:**

**Tourism Committee Terms of Reference**

That the committee adopts the amended Tourism Committee Terms of Reference.

**CARRIED**

**i. Public Question Period (maximum 15 minutes). - Nil**

**j. Adjournment.**

**Recommended Resolution:**

That the Sayward Tourism Committee Meeting of December 14, 2016 be adjourned.

**CARRIED**

The meeting adjourned at 7:35 pm.



## **TOURISM ADVISORY COMMITTEE**

### **TERMS OF REFERENCE**

#### **ROLE**

Established in early 2015, the role of the Tourism Committee is to advise the Village of Sayward and the Strathcona Regional District Area 'A' on matters relating to the tourism industry in the Sayward region. The Village of Sayward is firmly committed to supporting the development of tourism in the Village and Valley of the Sayward region as it is recognized that tourism is an important economic driver for the region.

These Terms of Reference constitute a living document and as such can be updated to reflect experience and knowledge gained by the Tourism Committee.

#### **MANDATE**

The Tourism Committee exists to:

- Develop and implement a Tourism Plan for the Village of Sayward and the Valley region.
- Identify and provide recommendations on opportunities that will improve tourism services
- Increase the number of tourism related overnight stays

- Work cooperatively to develop Sayward as a tourism destination through collaboration between the committee, Mayor and Council, tourism operators, Tourism Vancouver Island and Destination BC.
- Create an attractive investment environment for all tourism stakeholders
- Serve as a support for the region's tourism services
- Provide Village Council with advice and recommendations on potential tourism opportunities and how they relate to the overall Tourism Plan
- Revitalize the Village image and promote the area to tourism stakeholders through marketing and promotional materials.

## **MEMBERSHIP**

The membership of the Tourism Committee should attempt to consolidate existing activities of various stakeholders by exhibiting a partnership based approach to tourism development and include representatives from a wide range of stakeholders. Community members looking to become involved with Tourism initiatives in the Sayward Area are also encouraged to participate.

All Tourism Committee members shall be voting members.

The Committee Board will be comprised of seven (7) members as follows:

- The Mayor of Sayward
- One (1) Village of Sayward council member
- One (1) representative from Sayward Futures Society
- Four (4) representatives representing the tourism operators and businesses in the area

All Board members shall have terms of appointment of two (2) calendar years, except as noted below.

Starting January 2017, four (4) Committee Board members shall be appointed for a two (2) year term, and three (3) Committee Board members will be appointed for a one (1) year term. In January 2018, the three (3) positions now vacant will change to a two (2) year term to ensure annual continuity going forward from 2018.

At each January meeting the Committee will appoint a chair, vice-chair, and secretary.

If there are vacancies due to resignation or completion of terms, the Committee will solicit for new members and appoint new members as necessary.

Committee members shall be familiar with the tourism challenges facing Sayward and a willingness to work together on the Sayward Tourism Plan, as well as familiarity with these Terms of Reference.

Members shall work together to develop a common approach that is reasonable and practical.

Each member of the Tourism Committee is an independent representative and does not represent the concerns of one particular interest group.

## **MEETINGS**

The Tourism Committee meets on the second Wednesday of every month at 7:00 pm in the Village of Sayward Council Chambers and is open to the public. Residents of the Sayward area that are interested in advancing the tourism sector in the Sayward region are encouraged to attend.

Additional meetings may be held at the call of the Chair.

Each member shall have one vote and will respect the following rules of meeting conduct:

- Provide honest, open opinions;
- Agree to disagree, consensus may not always be achieved;
- Agree to stay on track and on topic, and
- Contribute to group discussion, it is important that everyone participates.

## **ROLE OF THE CHAIR**

- Leads the Committee in fulfilling its mandate;
- Acts as facilitator, identifying points of agreement within the Committee and generally assists the Committee on resolving those issues where general agreement is lacking;
- Acts as the spokesperson for the Committee.

## **ROLE OF THE VICE CHAIR**

- Acts on behalf of the chair in their absence

## **ROLE OF THE SECRETARY**

- Prepares meeting agendas;
- Ensures meetings are effectively organised and thorough minutes are taken;
- Maintains effective records and administration;
- Upholds the legal requirements of governing documents;
- Communicates and corresponds with the Committee and external parties.

## **QUORUM**

Quorum shall consist of four (4) Board members.

## **AGENDAS**

Agenda items are to be submitted to the Chair and Secretary, and shall be consistent with the Committee's mandate and the overall Tourism Plan.

The deadline to submit agenda items is one (1) week before the next scheduled meeting. Late items will be accepted at meetings if necessary.

Agendas will be available for distribution by the Friday before the next scheduled meeting and will be posted on the Village of Sayward website.

## **MINUTES**

Minutes are to be recorded at each meeting by the secretary and are to be made available to the public as soon as possible.

## **RECOMMENDATIONS**

All decisions of the Tourism Committee shall be by majority vote. A memorandum to the Village of Sayward Council shall be prepared, outlining the recommendations of the Committee, including the background information and/or reports that have been provided to the Committee.

## **ELECTRONIC PARTICIPATION**

A Committee member who is unable to attend a Committee meeting may participate in the meeting by means of electronic or other telecommunication devices but is required to give the Tourism Committee 3 business days' notice.

## **REMUNERATION**

Tourism Committee members serve as volunteers and shall serve without remuneration. Committee meeting expenses shall be undertaken by the Village of Sayward, as deemed reasonable and acceptable.

## **ACCOUNTABILITY**

Tourism Committee Board members are expected to attend meetings regularly. If a Board member is continuously absent from committee meetings for a period of three consecutive regularly scheduled meetings, unless the absence is excused, the Board member is deemed removed from the Committee and the Committee may proceed to replace that member.

## **CONFLICT OF INTEREST GUIDELINES**

Committee members shall remove themselves from discussions or decision-making at Committee meetings if there is a potential conflict of interest, and this shall be recorded in the Minutes of the meeting. As soon as a potential conflict of interest arises, the member will declare it for discussion and recording, after which the member will vacate the meeting for the discussion and vote if necessary.

## **DISPUTES**

In order to settle any dispute in the language within these Terms of Reference, the Committee shall use Robert's Rules of Order.



## Village of Sayward CAO

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**From:** Lisa Ramsey [lisaramsey76@gmail.com]  
**Sent:** Sunday, January 15, 2017 7:16 PM  
**To:** Village of Sayward Cao  
**Subject:** Tourism Committee Meeting agenda item

Hi Darren, can I add something to the agenda? I would like to discuss that old visitor centre building at the junction (again). SFS is applying for a summer student grant and we'd like to potentially use that building as a way to draw tourists into Sayward; village and valley.

Thanks,  
Lisa  
:)

Sent from my iPhone=