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TOTA Industry Advisory Committees TERMS OF REFERENCE

The Thompson Okanagan Tourism Association (TOTA) has established the following five (5) Industry Advisory Committees that serve as core strategic program areas of the association:

1. Experiences Development Committee
2. Travel Trade and Media Committee
3. Regional Marketing Committee
4. Industry Development Committee
5. Community & Consortium Development Committee

Role of the Committees

Industry advisory committees are intended and designed to provide industry insight and act as a sounding board for the appropriate TOTA program staff specialists.

Responsibilities of the Committees

- Provide advice on developing the core strategic program areas and implementing a sustainable model for successful delivery.
- Provide advice on issues that affect the programs.
- Provide a forum for discussion of progress from all industry partners in the region.
- Provide advice to help guide the development of recommendations for future activities.

Ways of working

- Each Committee will meet a minimum of three (3) times a year together with the appropriate TOTA program staff specialists either in person or via webinar.
- Members of the Committee will receive agenda and meeting materials one week before each meeting.
- Minutes of the meeting will be kept by a minutes secretary and agreed by all committee members of the Group who attended the meeting.
- Committee members may be contacted between meetings for advice should the need arise.
- From time to time sub-groups may be formed to work on specific issues as appropriate.
- From time to time individuals may be brought in to provide specific advice and expertise as required.



Membership

- Each committee will be made up of no less than eight (8) members who have industry expertise in one of the core strategic program areas.
- Committee membership would normally last for a period of two years but there would be the opportunity to continue for another year. Committee members may be added annually.
- Rotation of committee membership will be staged to ensure that continuity is maintained.
- Members of the committee are expected to be involved in one of the core program areas or have an interest in the advancement of tourism in the Thompson Okanagan region.

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