

Additions to October 7, 2015 Regular Meeting of Council Agenda

8.4 - ADDITIONAL ITEM	Councillor Shular	Regional Tourism Authority	2-3
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ADDITION – Item 8.4	Regional Tourism Authority
Department:	Administration
Presented by:	Councillor Shular
Support Staff:	Manny Deol

BACKGROUND:

Administration has been working with representatives of the Drayton Valley Tourism and Hospitality Authority regarding the possible creation of a Regional Tourism Authority for Drayton Valley and area. In discussing the possible composition of such an Authority, Administration has prepared the following Terms of Reference:

Purpose/Mandate

The Regional Tourism Authority is a partnership between Brazeau County, the Town of Drayton Valley, and the Drayton Valley Tourism and Hospitality Authority (DVHTA). It will operate as a separate entity under the existing articles of incorporation of the DVHTA.

Goals/Objectives

The Committee is established with the following goals:

- To work cooperatively in developing the region as a vibrant tourism destination;
- To operate a Visitor Information Centre as a central hub for dissemination of tourism information;
- To establish and maintain one central tourism organization that coordinates the efforts of all groups in the region.
- Upon Board approval, the goals and objectives may be modified from time to time depending on changing market conditions or as new needs are identified.

Committee Membership/Composition and Term

A Board of Directors will consist of six (6) members.

- Brazeau County (2)
- Town of Drayton Valley (2)
- DVHTA (2)

The new Authority will seek input from all sectors of the tourism industry during the creation of the strategic plan and the execution of the tactical plan by creating advisory committees as necessary.

The responsibilities of the Board of Directors are for the overall direction, management, coordination, and delivery of tourism services in the region. The Board, or an appointed selection committee, will be responsible for conducting a search for a qualified CEO for the organization. The Board will be responsible for selecting the most appropriate candidate.

The Board of Directors shall review and approve the annual budget for the Authority and subsequently provide the annual budget to each Municipality upon approval.

It shall be the responsibility of the Board of Directors to:

- a. establish a position for delivering tourism services in the area; and
- b. successfully recruit for the position; and
- c. the Board of Directors shall be responsible for overseeing the development of a three year Strategic Plan with annual measurements to success and will update accordingly going forward.

Meetings of the Board of Directors

Regular meetings will be set by the Chair of the Board and organized by the CEO or designate. The consensus model will be used as its decision-making process.

Authority of the Board of Directors

The Board does not have the authority to expend any additional funds beyond the approved annual budget. The Chair of the Board or designate will act as the official spokesperson of the Authority.

Operations

The CEO of the Tourism Authority will be responsible for the day-to-day operations, including but not limited to the hiring of staff, the creation of the strategic and tactical marketing plans, the finances and accounting of the organization, and reporting to the Board of Directors.

Funding Model & Proposed Three-Year Budget

Funds for operations will come from the Board members organization as in investments into economic diversity, and shall be supplemented with any additional funding dollars received from Travel Alberta and Alberta Tourism Parks and Recreation. Municipalities will contribute fourteen (\$14.00) dollars per capita annually.

The initial operational budget is set at \$300,000 for 2015-2016.

The three-year budget will be developed by the CEO in consultation with the Board of Directors. This budget will be presented to the Board of the DVTHA and the municipalities for their approval.

MOTION:

That Council direct Administration to prepare and negotiate the agreements for the establishment of the Regional Tourism Authority, to be presented to and approved by Council.