

Explorers' Edge Community Relations Committee Draft - Terms of Reference

1. THE ROLE OF EXPLORERS' EDGE COMMUNITY RELATIONS COMMITTEE

The Community Relations Committee brings together community tourism stakeholders to help Explorers' Edge achieve its strategic goals and to maximize the positive impact that the Regional Tourism Organization can make in each community. The role of Committee Members is to (1) share information and (2) provide input and recommendations on Explorers' Edge's activities. In turn, Explorers' Edge will reciprocate for the benefit of Committee members and their constituents, providing input or recommendations on the priorities of the municipalities and/or organizations within the region.

The Board of Directors of Explorers' Edge recognizes that the Community Relations Committee is an excellent resource for Explorers' Edge to develop relations throughout the region, to disseminate information to additional stakeholders, and to improve upon its own deliverables.

2. RESPONSIBILITIES OF COMMITTEE MEMBERS

- Assist Explorers' Edge in identifying and implementing regional priorities and programs
- Help identify opportunities such as marketing, investment, workforce development etc. that would contribute to improved regional tourism strategies
- Provide feedback on programs and ensure that the activities of Explorers' Edge are well communicated to respective constituencies
- Help market and grow tourism in a collaborative fashion

3. MEETINGS

- Quarterly meetings with locations, dates and times decided chosen by majority of the Communications Committee
- Meetings will be Chaired by a member of the Explorers' Edge Board of Directors

4. COMPOSITION OF THE COMMITTEE

- At least two members of the Explorer's Edge Board of Directors will sit on the Community Relations Committee at all times

5. PREREQUISITES FOR SITTING THE COMMUNITY RELATIONS COMMITTEE

- Must serve a municipality or tourism stakeholder organization within the region of Explorers' Edge
- No more than one representative per municipality or stakeholder organization
- Must support the overall governance and mandate of Explorers' Edge
- Must have a vested role in tourism development throughout the region
- Must be absent for no more than two consecutive meetings per calendar year