

Explorers' Edge Marketing Committee

Draft Terms of Reference

1. THE ROLE OF EXPLORERS' EDGE MARKETING COMMITTEE

The Explorers' Edge (EE) Marketing Committee is established by the Board of Directors to solicit input, recommendations and feedback on marketing initiatives from tourism industry representatives in the region.

The Marketing Committee will act in an advisory capacity to the Board and will be composed of industry representatives with marketing, communications or tourism experience. The committee's input will help to guide the marketing initiatives for EE, in order to advance the EE objective of developing a sustainable year-round tourism industry in the region for the benefit of all industry stakeholders.

The Committee will be guided by the Business and Operational Plan adopted by the Board of Directors, and marketing initiatives formulated by the committee will be presented to the Board of Directors for consideration.

2. RESPONSIBILITIES OF COMMITTEE MEMBERS

- Assist EE to strengthen all components of its overall marketing strategies
- Review proposed initiatives and make recommendations
- Help identify opportunities and potential partnerships in the region to improve marketing initiatives for optimal results
- Help market and grow tourism in a collaborative fashion

3. MEETINGS

- Quarterly meetings with locations, dates and times decided by majority of the Marketing 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 Marketing Committee
- Industry representation, in addition to the EE Directors on the committee, will be 15 + or -. Further considerations on committee composition related to the number of representatives may be required should the circumstances warrant, i.e. an overwhelming interest in participation requiring a change in the manner the committee solicits input from all interested parties.

5. PREREQUISITES FOR SITTING ON THE MARKETING COMMITTEE

- Be employed by a tourism-related business or DMO in the region
- Possess marketing acumen or experience and/or performs a marketing function within their respective organization
- One representative per tourism business or DMO
- Supports the overall governance and mandate of Explorers' Edge
- Must be absent for no more than two consecutive meetings per calendar year