



The Corporation of the Town of Fort Smith
Policy GV303
Powers and Duties of the Tourism and Trade Advisory Board

1. Statement of Policy

The Town of Fort Smith wishes to establish powers and duties of the Tourism and Trade Advisory Board.

2. Purpose of Policy

Establish the terms of reference, roles, responsibilities and expectations of the Tourism and Trade Advisory Board.

3. Definitions

- a. *Advisory Board* – group of individuals appointed to a board by Council to provide advice and make recommendations regarding the programs and services provided within a specific portion of the overall Town mandate;
- b. *Committee Meetings* – the regularly scheduled meeting(s) of Committee of the Whole and the Standing Committees in accordance with the Council Procedures Bylaw.
- c. *Community Services Standing Committee* – a standing committee appointed by Council to handle issues related to services provided under the Community Services departments of the Town.
- d. *Council* – Mayor and Town Council of the Municipal Corporation of the Town of Fort Smith.
- e. *Council Meeting* – the regularly scheduled meeting(s) of Council in accordance with the Council Procedures Bylaw.
- f. *Council Representative* -- A member of Council appointed to the Advisory Board to act as a Council liaison and fill the role of Council Representative outlined below.

- g. *Director of Community Services* – employee of the Town that is responsible for leading and coordinating the Community Services departments.
- h. *Fort Smith* – the Municipal Corporation of the Town of Fort Smith.
- i. *Tourism Advisory Board (TAB)* – Tourism Advisory Board for the Town of Fort Smith composed of appointed individuals to provide advice and recommendations to the Community Services Standing Committee and Council regarding the services delivered in the areas of tourism facilities, programs and services.
- j. *SAO* - Senior Administrative Officer of the Municipal Corporation of the Town of Fort Smith
- k. *Town* – the Municipal Corporation of the Town of Fort Smith
- l. *Town of Fort Smith* – the Municipal Corporation of the Town of Fort Smith

4. **Terms of Reference**

The Council of the Town of Fort Smith appreciates the value of Advisory Boards. In many instances, within the mandated services, provided by the Town of Fort Smith, the advice and recommendations of the Advisory Boards increases the level of expertise and consideration given to particular services.

In each case, Advisory Boards are composed of individuals with a passion and willingness to share their talents and skills to assist the Council and staff of the Town to deliver services of the highest quality and efficiency.

All Advisory Boards will have a Council representative to act as the liaison between the advisory board and Council. In addition, there will be a staff person assigned to each advisory board to fulfil the role outlined below.

5. **Role of the Council Representative**

Council values the advice, insight and recommendations that our Advisory Boards offer to assist in the provision of services in the most effective and efficient manner while still addressing the needs and concerns of the community.

In an effort to ensure that there is effective two-way communication, Council has deemed that a Council representative should serve with each of the Advisory Boards to perform the following functions:

- Provide insight to the Advisory Board on the policies, bylaws and other governing regulations that might impact their recommendations;
- Provide information on Council's vision, goals, long-term strategies and general direction to ensure that recommendations from the boards will be in accordance with these;
- Provide information relative to available funding, timelines and priorities of Council;
- Act as the voice of the Advisory Board at Committee of the Whole and Council meetings to ensure that the actions and recommendations of the Advisory Board are being provided to Council at the appropriate time to ensure Council awareness, adoption and support;
- To provide Council with an understanding of the rationale for recommendations from Advisory Boards when necessary.
- Council representative will report back to Council through one of the following methods:
 1. Minutes as information items.
 2. The budget process.
 3. Attendance by the Chair, or other Board representative in his/her absence, at Regular Council Meetings to make recommendations on behalf of the Committee to Town Council.
 4. The Town Council Representative's report during the "Councillor Reports" item at Regular Council Meetings.

6. Role of Staff Support

The Town of Fort Smith appreciates the time that community members commit to our Advisory Boards and feels it is important to ensure that a member of staff take responsibility for the implementation of the recommendations provided and approved by Council.

To ensure that this occurs, a staff support person assigned to an advisory board is responsible for:

- Providing information on current programs, staffing availability, reasonable time frames, etc.
- Listening and understanding recommendations and offering suggestions, information and other relevant information as applicable;
- Accepting responsibility for implementation of recommendations following appropriate approvals.

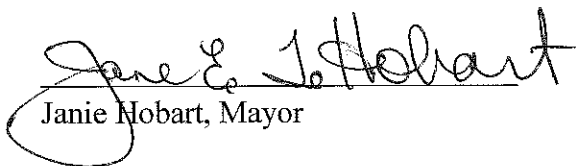
7. Powers and Duties of the Advisory Board

The Trade and Tourism Advisory Board (TTAB) will follow By-Law 874 in matters of board composition, terms of office, conduct of meetings, budget and finance related matters.

The Trade and Tourism Advisory Board (TTAB) shall act as an advisory body to Council and its Community Services Standing Committee and liaise with the Senior Administrative Officer or designate regularly.

The TTAB shall advise Council with regards to matters affecting tourism, trade and visitor services as they pertain to the Town of Fort Smith. Specifically, the Board and its working groups shall have the following powers and duties:

- Actively promoting strategies and initiatives in regards to tourism, trade and visitor services;
- Be consulted and make recommendations on matters of policy affecting tourism, trade and visitor services;
- Provide advice on the implementation of the Branding and Marketing Strategy;
- Provide input about the strategic planning on the development of a broad range of tourism, trade and visitor services for the Town of Fort Smith;
- Provide advice on working with governments, agencies, and other stakeholder partners to identify opportunities and initiatives with respect to tourism, trade and visitor services;
- Provide advice on funding sources and other necessary resources;
- Provide suggestions and advice regarding working with interested stakeholders and groups to facilitate the development of community attractions including trails, events/festivals and other related visitor and trade services that promote or improve economic activity and visitor appeal of the Town;
- Act as a community catalyst and lobby for matters related to the development of tourism, trade and visitor services.


Janie Hobart, Mayor


Jim Hood, SAO