

Explorers' Edge Community Relations Committee Draft - Terms of Reference

1. THE ROLE OF EXPLORERS' EDGE COMMUNITY RELATIONS COMMITTEE

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 community 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

The committee is charged with the development and recommendations as it relates to the overall sustainability of tourism in the region. Discussion will revolve around topics that include but not limited to:

- Funding - Destination Marketing Program
- Regional and sub-regional tourism vision
- Workforce development initiatives and opportunity
- Eco-friendly designation
- Development of a region wide ambassador program

3. MEETINGS

- Quarterly meetings with locations (webinars), dates and times decided by majority of the Community Relations Committee
- Meetings will be Chaired by a member of the Explorers' Edge Board of Directors

4. COMPOSITION OF THE COMMITTEE (Maximum 8 Members)

- A Committee Chair who is a member of the Explorers' Edge Board of Directors (1)
- At least two members of the Explorers' Edge Board of Directors in addition to the Chair (2)
- A maximum of 5 additional members, including regional tourism stakeholders. (5)

5. TERM OF THE COMMITTEE

- Committee members will serve a maximum term of 4 years