
BANFF LAKE LOUISE TOURISM

ASSOCIATE MEMBERSHIP POLICY

A. PURPOSE OF POLICY

The purpose of this policy regarding Associate Membership is to:

1. Define "Associate Membership" status consistent with Banff Lake Louise Tourism's By-Laws.
2. Specify the process under which the Board will receive, consider and make a determination with respect to an application for Associate Membership.
3. Provide guidance and direction to the Chief Executive Officer with respect to his responsibility and accountability for preparing and presenting a recommendation to the Board with respect to any application for Associate Membership.
4. Provide guidance and direction to the Board of Directors with respect to their responsibility and accountability to consider and make a determination on any application for Associate Membership.
5. Provide regulations with respect to the financial contribution payable by an Associate Member to the Bureau.

B. ASSOCIATE MEMBERSHIP DEFINED

"Associate Member" means a member a person, corporation or organization who does not operate a business resident in either Banff National Park or the town of Banff, or who is ineligible for full membership under Article 2.1 (b) of the Bureau's By-Laws and who has been granted associate membership status under the provisions of those By-Laws. [By-Law 1.1 (a)]

The possession of a Town of Banff resident or non-resident business license by a person, business or organization is not, in itself, sufficient to qualify an applicant for Associate Membership status.

C. ASSOCIATE MEMBERSHIP POLICY

It is the policy of the Board of Directors of Banff Lake Louise Tourism to encourage and support applications for Associate Membership, and to approve such applications provided that the granting of Associate Membership status is deemed to serve the best interests of the full members of Banff Lake Louise Tourism as a whole.

Notwithstanding the above, persons, businesses and organizations considered as being in the lodging, retail, restaurants/bars or ski area categories, as defined by the

Bureau's By-Laws, are not eligible for Associate Membership and will not be considered.

Associate Membership shall only be granted for the period of time between the date of the approval of the application and December 31st of the year in which the application was approved. The Board shall, as soon as practical in each year, review the status of all Associate Members and determine, on a case by case basis, whether or not Associate Membership status shall be renewed for a further period of one year.

The decision of the Board of Directors with respect to any application for Associate Membership or any renewal of Associate Membership shall be final and is not subject to appeal.

D. GUIDELINES

In determining whether or not to approve an application for Associate Membership or to renew an Associate Membership the Board shall consider the following, in addition to considering the best interests of the full members of the Bureau as a whole:

1. The type of services or products offered by the applicant and the degree to which such services or products are in direct competition with full members offering the same, or virtually the same, services or products.
2. The degree to which the applicant's services or products are likely to add value to the overall experience of visitors to Banff, Lake Louise and Banff National Park.
3. The location of the applicant's main place of business, their historical relationship to the area and whether or not they already have established on-going business relationships in Banff, Lake Louise or Banff National Park.
4. The degree to which the applicant is likely to attract or bring visitors to Banff, Lake Louise and Banff National Park and thereby contribute to an increase in the overall level of business activity in the area.
5. The degree to which the applicant can reasonably be expected to contribute to the overall mission and objectives of Banff Lake Louise Tourism.
6. Any recommendations of full members of Banff Lake Louise Tourism either in support of or in opposition to the application.
7. If applicable, whether or not the applicant is in possession of a Town of Banff non-resident business license.
8. Prior decisions of the Board to approve or deny similar applications from similar businesses in the past.
9. Any other factors that the Board deems relevant in the circumstances.

E. FINANCIAL CONTRIBUTION

The approval of an application for Associate Membership shall not come into effect until the applicant has paid a "financial contribution" to the Bureau in accordance with By-Law 2.3 and the following regulations:

1. Where an applicant is in possession of a Town of Banff non-resident business license fee, the financial contribution shall be equal to the Schedule "B" business license fee.
2. Where an applicant is not in possession of a Town of Banff non-resident business license fee, the financial contribution shall be equal to the Schedule "B" business license fee that would be payable if the applicant were in possession of a Town of Banff business license fee. This regulation shall also apply to Town of Banff resident business licensees who are ineligible for full membership as a result of the application of Article 2.1 (b) of the By-Laws. In the latter situation the financial contribution shall be assessed on the basis of their primary business or operation located outside of Banff National Park rather than on the basis of their Town of Banff resident business license, but shall be reduced by the amount of the Schedule "B" business license fee already being paid to the Town of Banff.
3. In the event that no comparable Schedule "B" fee exists in the case of any applicant the annual financial contribution shall be an amount determined by the Board, acting reasonably.
4. In all cases the annual financial contribution shall be pro-rated for the period of time from the day the application was approved to December 31st of the year in which it was approved. The financial contribution payable by Associate Members who have had their status renewed shall be for the full calendar year, regardless of the date on which their renewal was approved.
5. In all cases the required financial contribution shall be payable directly by the applicant to Banff Lake Louise Tourism. Where the applicant is in possession of a Town of Banff non-resident business license fee they may make application to the Town of Banff, under the provisions of the Town of Banff Business License By-Law, for a pro-rata refund or reduction of the Schedule "B" fee paid or payable to the Town of Banff.

F. APPLICATION PROCEDURES

1. Applications must be made in writing and directed to the attention of the President and CEO.
2. The President and CEO shall ensure that the application addresses the guidelines described in section D of this policy.
3. The application shall be posted on the Bureau's web site for the purpose of soliciting any supporting or opposing recommendations from the full members of the Bureau. Such recommendations must be submitted to the President and CEO in writing (letter or e-mail) within two weeks of the date of posting on the web site. All such submissions will be considered by the Board and shall be treated in a confidential manner.
4. The President and CEO shall prepare a written report and recommendation regarding the application for consideration of the Board at the first regular meeting of the Board following the expiration of the web site posting period.
5. The report and recommendation shall include a recommendation regarding the amount of financial contribution payable by the applicant if their application is approved.
6. The Board shall review and consider the application and, by formal motion recorded in the minutes of the meeting, determine whether or not the application will be approved. The motion must indicate the Board's reasons for accepting or denying the application. The Board may also defer consideration of the application if, in their discretion, they determine that they require additional information before reaching a decision.
7. The President and CEO shall, as soon as practical after a determination has been made by the Board, inform the applicant in writing that their application has been approved, denied or deferred, and the reasons for the decision. If the application has been approved, the formal advice shall also include an invoice for the financial contribution payable by the applicant.