

BANFF & LAKE LOUISE TOURISM TERMS OF REFERENCE ADVISORY GROUPS & TASKFORCES



1. Purpose and Mandate:

- To solicit input from Members;
- To garner insights from Members;
- To work collaboratively to assist in the creation and delivery of the Annual Business Plan.

2. Roles and Responsibilities:

Advisory Group Participants

- Attend all meetings. If the Member Nominee previously selected as Advisory Group Participant cannot attend a scheduled meeting of the Advisory Group, to send a proxy Nominee, informed on the agenda topics, from the Member on their behalf.
- Represent the Member's Business Category (restaurant, lodging, retail, service, TAE or ski), not the specific Member for whom they represent as Nominee.
- Share information, research, ideas and insight to help shape and deliver on the Annual Business Plan.
- Share information and key messages provided by BLLT with their teams.
- Serve as an informal resource to BLLT.

BLLT Representatives

- Facilitate Advisory Group meetings, including (but not necessarily limited to) preparing meeting packages, setting agendas, introducing discussion topics, leading and participating in group discussions and recording meeting notes.
- Share information and feedback provided by Advisory Groups with other BLLT employees, and, when relevant, with the Board.

3. Authority / Reporting:

Advisory Groups are not sanctioned by the Board in any official Committee capacity. As such, they do not have the authority to make, discuss, or present motions to the Board for consideration. Discussions and recommendations of the Advisory Groups are shared with employees of BLLT and, when applicable, BLLT employees share information brought forth by the Advisory Groups with the Board.

4. Membership and Composition:

- Advisory Groups consist of not less than six BLLT Member Nominees or BLLT Stakeholder Representatives (Parks Canada, Travel Alberta and Town of Banff).
- No more than two Member Nominees per Member, or BLLT Stakeholder Representatives can participate in any one Advisory Group annually.
- Advisory Groups are divided into the following categories:
 1. Business Events Strategic Taskforce: Contributes the latest industry trends and insights, and help BLLT to validate the strategic plan.
 2. Lake Louise Advisory Group: Supports the overall visitor experience during peak seasons. Understands the needs of the Lake Louise visitor with regards to movement throughout.
 3. Food Tourism Taskforce: Continues to keep food tourism strategy top-of-mind with Chef's and Food and Beverage Managers across the destination and explores new opportunities and engage and involve member businesses in BLLT food tourism related events and initiatives.
 4. Events Taskforce: Creates an integrated approach to events across the destination. Identifies opportunities for member to participate in and support BLLT events and identifies opportunities for BLLT to support member events.
 5. Marketing Advisory Group: Discusses travel insights and how they will impact marketing plans. Gather insights and trends from members and share learnings. In 2022, focus will be on testing approach to the digital foundation and brand work.
 6. Travel Trade Advisory Group: Shares insights, learnings and trends related to group travel.
- Both the Board, and the President & CEO have the authority to add, amend, retire or re-categorize Advisory Groups on an as-needed basis.

- Advisory Group categories are reviewed annually, on or about November of each year to ensure that each Advisory Group remains relevant and garners interest and participation from the Membership.

5. Meetings:

- The Advisory Groups meet three to five times annually;
- Meetings are scheduled by BLLT in accordance with Advisory Group participant's availability, not less than two weeks prior to the intended meeting date.

6. Date for Evaluation of the Advisory Groups and Terms of Reference:

An annual evaluation of the Advisory Group's work and Terms of Reference will be conducted once a year by the President & CEO, in conjunction with launch of the annual business plan.

7. Staff Support:

An employee of BLLT appointed by the President & CEO shall provide administrative support to the Advisory Groups.

8. Annual Workplans:

Set by the Committees at the first meeting of the year.