



BANFF & LAKE LOUISE TOURISM

TERMS OF REFERENCE

ADVISORY GROUPS & TASKFORCES

1. Purpose and Mandate:

To help inform, share expertise, and provide feedback, serving as an important link, providing an industry voice, advice, and insight in support of the development and delivery of the annual plans.

2. Definitions:

Advisory Group: Advisory Groups are created to share advice and feedback on business priorities and inform BLLT's business planning.

Taskforce: Task Forces are formed to address specific topics and opportunities with a determined amount of time.

3. Roles and Responsibilities:

Advisory Group and Task Force Participants

- Represent the Member's business category; Restaurant, Lodging, Retail, Service, Transportation, Attractions & Entertainment (TAE) or Ski, not the specific Member business that you work for.
- Familiarize yourself with the agenda, complete pre-work material, and come prepared to participate in the discussion.
- Attend all meetings. Advise BLLT if you cannot attend a scheduled meeting and who from your organization will attend on your behalf that is informed on the agenda topics.
- Share information, research, ideas, and insight to help shape and deliver on the BLLT Annual Business Plan.
- Serve as an informal resource to BLLT.
- Share information and key messages provided by BLLT with your colleagues in your sector, your organization and team.

BLLT Representatives

- Facilitate meetings, including but not 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 these groups with BLLT departments.
- Share information, research, and destination key messages with these groups.

4. Rules of Engagement:

- Keep the collective benefit of the destination foremost in mind.
- Contribute passionately, be aware of tone, volume, and language.
- Share what you know and respectfully consider what others contribute as well.
- Listen with intent to understand, rather than win. Tackle problems, not people.
- Be respectful with others who work at a different pace or have a different communication style than you do.
- Remove distractions, silence electronic devices.

5. Authority / Reporting:

- Advisory Groups and Task Forces 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 and Task Forces are shared with BLLT departments to support planning.

6. Membership and Composition:

- Advisory Groups consist of not less than six participants from Member businesses or stakeholder representatives (Parks Canada, Travel Alberta, Town of Banff and ID9).
- No more than two participants per Member business, or stakeholder representative can participate in any one Advisory Group or Task Force annually.
- Group categories are reviewed annually to ensure that each group remains relevant and garners participation from Members.
- The President & CEO has the authority to add, amend, retire, or re-categorize Advisory Groups or Task Forces on an as-needed basis.

7. Meetings:

- Advisory Groups and Task Forces meet three to five times annually.
- BLLT will create a schedule and plan for all meetings with feedback from the Advisory Groups and Task Force participants.
- Meetings will be confirmed or may be adjusted not less than two weeks prior to the intended meeting date.

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

- An evaluation of the Advisory Groups and Task Forces objectives and Terms of Reference will be conducted in conjunction with the annual business plan.