

**TERMS OF REFERENCE**  
**Tourism Licensing and Regulations Committee**  
**January 2018**

**Tourism Industry Association of Yukon Mandate**

The Tourism Industry Association of Yukon (“TIA Yukon”) is a non-governmental organization whose primary mandate is to be an advocate and voice for the Yukon’s tourism industry. TIA Yukon forges a common voice and undertakes programs and actions that influence, promote and assist the development of tourism in the Yukon. TIA Yukon works collaboratively with tourism stakeholders across the territory to promote, grow, and increase the capacity of the Yukon’s tourism industry.

**TIA Yukon role in the monitoring of tourism licensing and regulations**

TIA Yukon is committed to helping ensure that the Yukon’s tourism industry adopts best practices and adheres to basic industry standards. It is crucial that tourism businesses comply with the criteria set out in tourism licensing and regulations, for reasons ranging from safety, to visitor enjoyment. It is equally important to make sure that existing rules are effective, relevant and address the current realities/needs of the industry and visitors. To help better support tourism businesses that follow best practices and regulations in the Yukon, and to encourage a higher level of quality experience for visitors, and ultimately a reliable reputation for the Yukon as a destination, the TIA Yukon Board has struck the Tourism Licensing and Regulations Committee (TLRC) as a committee of TIA Yukon.

**1.0 Purpose**

The purpose and mandate of the TLRC is to provide strategic advice to the TIA Yukon Board. Specifically, the TLRC provides industry perspectives and strategic advice on the following:

- 1.1 Determining whether existing regulations and licensing requirements address the modern day realities/needs of the tourism industry and visitors, and proposing amendments when appropriate and possible;
- 1.2 Identifying ways to better monitor the compliance of rules and regulations that govern the tourism industry;
- 1.3 Developing tools and techniques to better incentivize compliance of rules and regulations and the adoption of best practices by tourism businesses; and
- 1.4 How industry stakeholders and government can work more collaboratively on a continuous basis to respond to urgent issues stemming from inadequate standards in the Yukon’s tourism industry (both in policy and in practice), and to create proactive solutions to these issues.

**2.0 Roles and Responsibilities**

The TLRC is an advisory committee of TIA Yukon and as such, is accountable to the TIA Yukon Board of Directors (“The Board”).

**2.1 The TLRC will:**

- Provide advice, support and recommendations to the TIA Yukon Board on strategies, research, and leveraging of resources that encourage a better system of quality assurance in the Yukon's tourism industry.
- Examine regional, national, and international best practices in regards to standards and systems that regulate tourism industries, to identify priorities, opportunities, and industry intelligence.
- Identify new and emerging products and/or sectors that may not be regulated or are inadequately regulated.
- Act as a sounding board to any government plans to modify existing regulations or implement new regulations to ensure that they align with industry business objectives.
- Assist to foster industry understanding of the Yukon government's objectives, priorities, and activities related to industry regulations and licensing.

### **3.0 Composition and Selection Process**

#### **3.1 Composition**

The TLRC is comprised of up to a maximum of ten (10) voting members and five (5) ex-officio, non-voting members. The committee will include:

- At least one TIA Yukon board member;
- The Executive Director of TIA Yukon;
- Up to eight (8) other appointed members who are considered members of the Yukon's tourism industry, and up to three (3) of which may reside outside of the Yukon;
- Up to five (5) ex-officio, non-voting members who are not members of the Yukon's tourism industry (this includes government officials, tourism representatives from other jurisdictions, etc.);
- Special guests, including experts and government officials may be invited to attend and/or make a presentation at a TLRC meeting;
- Efforts will be made to ensure that the committee constitutes a good balance/combination of tourism sectors; and
- Efforts will be made to ensure that representation from Yukon communities will be on the committee.

#### **3.2 TLRC Member Experience and Qualifications**

The TLRC must be composed of members who are vibrant, collaborative, and committed strategic thinkers with relevant experience. Individuals chosen for the TLRC should have the following experience and qualifications:

- Are collaborative and prepared to work for the benefit of tourism Yukon-wide (as opposed to the benefit of tourism in their region or for their business or sector only);
- Have an understanding of the issues, sectors and opportunities in the Yukon's tourism industry;
- Have a good working knowledge of regulations and licensing criteria governing the Yukon's tourism industry;
- A background in law would be an asset;
- Are willing to work collaboratively with others in a fully transparent and accountable process; and

- Desire to contribute to TIA Yukon’s objectives in a meaningful way, including prioritizing time for TLRC meetings and review of materials.

### **3.3 Term of TLRC Members**

Members of the TLRC are appointed by the TIA Yukon Board.

- Appointments normally begin on January 1<sup>st</sup> when possible and end on December 31<sup>st</sup> of the calendar year following the year the appointment is made;
- Members are normally appointed to two (2) year terms;
- In some cases, members may be appointed to a one (1) year term to in order to stagger the expiration of member’s term on alternating years in order to provide continuity on the TLRC;
- No substitution of voting members is allowed;
- TLRC members who miss two consecutive meetings may be asked to resign;
- In exceptional circumstances, the Co-Chairs of the TLRC, in consultation with the TIA Yukon Board, may grant extended leave to a member who will miss two or more consecutive meetings for reasons beyond the member’s control;
- Members may serve up to two (2) consecutive terms;
- Ex-officios may be appointed to the TLRC by the TIA Yukon Board for up to one (1) year;
- The TIA Yukon Board may appoint members to the TLRC for one (1), or two (2) year terms to fill vacant positions on the TLRC; and
- If a TLRC member is no longer part of the Yukon’s tourism industry, the Co-Chairs of the TLRC, in consultation with TIA Yukon Board, will decide whether to revoke participation on TLRC or ask the member to complete his or her term.

### **3.4 TLRC Co-Chairs**

Whenever possible, two members will be appointed by the TIA Yukon Board. The Co-Chairs:

- Are members of the TIA Yukon Board;
- Will be appointed for a term of one (1) year;
- Can be appointed at any time at the sole discretion of the TIA Yukon Board;
- One of the Co-Chairs must represent a private sector tourism-related business;
- In addition to meeting the Experience and Qualifications criteria for a TLRC member, the Co-Chairs ideally:
  - Have served on a similar tourism advisory committee for a period of two years or more; and
  - Have demonstrated experience/leadership in serving as an effective chair of a committee.

The TLRC Co-Chairs assume a leadership role in guiding the effective governance and administration of the TLRC.

The Co-Chairs shall accomplish this by working in collaboration with the TIA Yukon Executive Director to:

- Schedule meetings and develop meeting agendas;
- Ensure that adequate notice and advance materials are provided to TLRC members;

- Invite guests to attend meetings when required;
- Guide the meeting in accordance with the agenda, including ensuring decision items result in a decision or action;
- Ensure that meeting minutes circulated to all members of the TLRC for review and approval; and
- Ensure that regular reports are sent to the TIA Yukon Board to be tabled at regular meetings of the Board.

### **3.5 Recruitment of TLRC Members**

- The recruitment process will be coordinated and administered through the TIA Yukon Office on behalf of the TIA Yukon Board;
- Filling vacant positions on the TLRC will be an on-going activity and may be undertaken at any time;
- The Co-Chairs in collaboration with the Executive Director will ensure that a clear mandate is given with respect to authority, timelines, attendance, conflict of interest, and communication expectations; and
- Once a list of qualified candidates is prepared by the Executive Director in conjunction with the TLRC Co-Chairs, the TIA Yukon Board will review and subsequently appoint TLRC members.

### **3.6 Removal of TLRC Members**

The Board may remove a member from the TLRC at their sole discretion for:

- Missing two consecutive meetings of the TLRC without being excused;
- If a TLRC member is no longer considered a member of the Yukon's tourism industry;
- Violating the TIA Yukon Conflict of Interest or Communications Policy;
- Failing to adhere to a professional code of conduct (i.e. disrespectful behavior during meetings, dishonesty, theft, etc.);
- Declaring Bankruptcy; or
- Being convicted of an indictable offence.

Removal of a member of TLRC requires an approved Board resolution citing cause and such decision is not subject to appeal by the member being removed.

## ***4.0 Operations of the TLRC***

### **4.1 Administration**

- The Executive Director of TIA Yukon will support the effective functioning of the TRRTC;
- TIA Yukon staff will provide administrative support to the TLRC;
- In order to strengthen the information flow between the Board and the TLRC, Directors from TIA Yukon have an open invitation to attend any TLRC meeting as observers;
- Travel expenses to attend TLRC meetings are the responsibility of individual members; meeting participation by teleconference or videoconference will be made possible; and

- The selection process, committee activities, and committee outputs will be jointly reviewed by the TIA Yukon Board each year in advance of calling for applications.

#### **4.2 Conflict of Interest**

- TRRTC members are expected adhere to the principles of the TIA Yukon Conflict of Interest Policy, which will be provided to each TRRTC member upon appointment to the Committee; and
- TRRTC members are expected to be aware of, and properly manage all conflicts of interest, and perceived conflicts of interest.

#### **4.3 Orientation**

Upon appointment, new TLRC members will receive background and training on the mandate and activities of the TIA Yukon Board, and the TLRC.

#### **4.4 Meeting Schedule and Agendas**

The TLRC will meet on a regular basis, on a schedule determined by the TLRC, and the Board.

- The TLRC will meet a minimum of four (4) times a year in person;
- Members may attend meetings via teleconference; and
- Meeting agendas will be approved by the Co-Chairs and distributed to all members of the TLRC at least five (5) business days prior to the meeting date.

#### **4.5 Minutes**

Minutes of the meeting will be recorded by TIA Yukon Office staff. Minutes will be distributed to all TLRC members following review by the Co-Chairs and Executive Director.

#### **4.6 Recommendations**

The recommendations of the TLRC shall be arrived at via consensus and shall be reported back in writing to the TIA Yukon Board for review and approval. This should include any background information and/or reports that have been provided to the TLRC.

#### **4.7 Communications**

The TLRC does not communicate publicly. Public communications are handled by the TIA Yukon Board in consultation with the TLRC Co-Chairs and Executive Director.