

TERMS OF REFERENCE
Yukon Agri-Culinary Tourism 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 development of culinary tourism

TIA Yukon is committed to exploring the viability of niche products and markets in the Yukon and to encourage growth of those with identified potential. Culinary tourism continues to be an area that is gaining momentum around the world and in the Yukon. TIA Yukon recognizes that there is an opportunity for growth in this sector, and that if strengthened, it will add to the Yukon’s appeal as a destination. As this sector evolves it could also allow for the advancement of agri-tourism in the territory. To help support the growth of culinary tourism and agri-tourism in the Yukon, the TIA Yukon Board has struck the Agri-Culinary Tourism Committee (ACTC) as a committee of TIA Yukon.

Definitions

Culinary tourism: Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. (World Food Travel Association)

Agri-tourism: Agri-tourism describes the act of visiting a working farm or any agricultural, horticultural or agribusiness operation to enjoy, be educated or be involved in activities. (Agricultural Marketing Resource Centre)

1.0 Purpose

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

- 1.1 Highlighting how local food experiences in the Yukon can have a positive impact on the visitor experience and a net benefit for the tourism industry;
- 1.2 Identifying new and existing opportunities for local food use in the Yukon as well as how the tourism industry can maximize the potential of these opportunities;
- 1.3 Examining ways to increase the continuous use of local food in the Yukon, so as to bolster the demand (from Yukoners and visitors) in order to help encourage greater supply on a consistent basis;
- 1.4 Developing, strengthening and identifying relationships between integral stakeholders in the Yukon’s local food movement in an effort to create greater cohesion in

communication and efforts between the various sectors of the tourism industry, the agriculture industry and other key interest groups; and

1.5 Finding ways to leverage resources and investments to enhance and expand reach and impact of agri-tourism and culinary tourism in the Yukon through joint promotion, partnerships, and sharing intelligence.

2.0 Roles and Responsibilities

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

2.1 The ACTC will:

- Provide advice, support and recommendations to the TIA Yukon Board on culinary tourism strategies, research, and leveraging of resources.
- Provide a link to stakeholders and provide industry perspectives related to culinary tourism priorities, opportunities, and intelligence from regional, national, and international perspectives.
- Act as a sounding board in the development of government programs related to culinary tourism and agri-tourism to ensure that they align with industry business objectives, capitalize on market opportunities, and leverage investments.
- Assist to foster industry understanding of the Yukon government’s objectives, priorities, and activities related to local food development and promotion, both from a tourism and agriculture perspective.
- Provide recommendations to the TIA Yukon board on TIA Yukon led events, advocacy, or other efforts relating to the development of culinary tourism and agri-tourism in the Yukon.

3.0 Composition and Selection Process

3.1 Composition

The ACTC is comprised of up to a maximum of twelve (12) members. These members will include:

- At least one TIA Yukon board member;
- The Executive Director of TIA Yukon;
- Up to ten (10) other appointed members who are Yukon residents and considered members of the agriculture, culinary, and/or tourism sectors;
- The Executive Director of the Yukon Agricultural Association will be invited to sit as one of the 10 appointed members of the Committee;
- Ex-officio non-voting members from government or from out of territory may be appointed to the ACTC by the TIA Yukon Board for up to one (1) year;
- Special guests, including experts and government officials may be invited to attend and/or make a presentation at an ACTC meeting;
- Efforts will be made to ensure that the committee constitutes a good balance/combination of the following: farmers/producers, owners/managers of eating establishments, chefs, hunters/trappers, and event planners; and
- Efforts will be made to ensure that representation from Yukon communities will be on the committee.

3.2 ACTC Member Experience and Qualifications

The ACTC must be composed of members who are vibrant, collaborative, and committed strategic thinkers with relevant experience. Individuals chosen for the ACTC 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 regarding the production, sale, marketing, and/or use of local food;
- 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 ACTC meetings and review of materials.

3.3 Term of ACTC Members

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

- Appointments normally begin on January 1st when possible and end on December 31st 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 ACTC;
- No substitution of members is allowed;
- ACTC members who miss two consecutive meetings may be asked to resign;
- In exceptional circumstances, the Co-Chairs of the ACTC, 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;
- The TIA Yukon Board may appoint members to the ACTC for one (1), or two (2) year terms to fill vacant positions on the ACTC; and
- If an ACTC member is no longer a Yukon resident and/or no longer involved in advancing the development of agri-culinary tourism in the Yukon, the Co-Chairs of the ACTC, in consultation with TIA Yukon Board, will decide whether to revoke participation on the ACTC or ask the member to complete his or her term.

3.4 ACTC Co-Chairs

Whenever possible, two members will be appointed by the TIA Yukon Board to co-chair the committee. 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 which is actively involved with local food;
- In addition to meeting the Experience and Qualifications criteria for an ACTC 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 ACTC Co-Chairs assume a leadership role in guiding the effective governance and administration of the ACTC.

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 ACTC 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 ACTC 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 ACTC 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 ACTC 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 ACTC Co-Chairs, the TIA Yukon Board will review and subsequently appoint ACTC members.

3.6 Removal of ACTC Members

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

- Missing two consecutive meetings of the ACTC without being excused;
- If an ACTC member is no longer considered a Yukon resident and/or no longer involved in advancing the development of agri-culinary tourism in the Yukon;
- 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 ACTC 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 ACTC

4.1 Administration

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

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 ACTC members will receive background and training on the mandate and activities of the TIA Yukon Board, and the ACTC.

4.4 Meeting Schedule and Agendas

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

- The ACTC 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 ACTC 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 ACTC members following review by the Co-Chairs and Executive Director.

4.6 Recommendations

The recommendations of the ACTC 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 ACTC.

4.7 Communications

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