



CO-CHAIRS: CLAUDE J. GAGNON & BARRY MARTIN

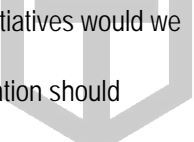
Purpose

The Tourism & Community Outreach Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the chamber's services and outreach efforts to the broader community (non-traditional audiences of the Timmins Chamber of Commerce) and to visitors to the City of Timmins. The committee fulfills this purpose by providing overall guidance for the Tourism Information Centre programs and services; developing outreach products and initiatives; monitoring, collaborating and providing input to local and regional tourism development initiatives. Through outreach to non-traditional audiences, tourists, and tourism development, the committee aims to instill a broader awareness of, and appreciation for, the Timmins Chamber of Commerce and its members, the business community and the community-at-large.

Committee Objectives

The scope of the responsibilities of the Tourism & Community Outreach Committee reflects the diverse audience and target markets of the chamber of commerce and its members. As Timmins continues to grow as a regional centre for retail, healthcare and education in northeastern Ontario, the chamber plays a value-added role in the community for visitors and residents alike. Responsibilities within this role generally relate to extending and diversifying the chamber's reach in the community and to visitors to the community. The objectives of the Tourism & Community Outreach Committee, for the 2009-2010 chamber year, include:

- Identify, research and propose new tourism and community outreach programs and/or products for the Tourism Information Centre and chamber of commerce, as necessary;
- Identify ways and develop means that the chamber can expand its reach to non-traditional audiences;
- Monitor local and regional topics of relevance to the chamber of commerce, its members, and the broader community within which we operate;
- Advocate on behalf of tourism/hospitality related organizations in order to promote a healthy tourism climate for our community and region, as necessary;
- Lead the development of the chamber's annual commemorative pewter ornament;
- Lead the development of the chamber's summer industrial tours;
- Monitor & track the usage of chamber-produced/led tourism and community outreach product (e.g. ornament sales, summer industrial tour uptake);
- Maintain, through the chamber website and other communication materials, an information repository for community outreach and tourism-related information and programs, the Tourism Information Centre, local and regional data, and other initiatives;
- Identify local gaps and opportunities in specialized tourism development, e.g. Francophone, Aboriginal, eco-tourism related opportunities;
- Identify areas of improvement, related to community and tourism development, within the City of Timmins (e.g. signage, trails, attractions, features, amenities);
- Work to develop new and strengthen existing links to community groups and committees of the Chamber, e.g. Positively Timmins, Tourism Timmins, cultural organizations;
- Collaborate and knowledge share with the City of Timmins in the development of a strategic direction for tourism development and management in the city;
- Investigate the potential (challenges, opportunities, strengths and of an amalgamated Tourism Committee (TC), comprising various community groups, with two main focus areas: Coordinate Visitor Information & Experiences and Product Development & Offerings
- Evaluate the potential for the Tourism & Community Outreach to participate in an amalgamated Tourism Committee (TC). Items to consider (are not limited to):
 - What form would chamber participation/buy-in take?

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- What are the implications for Tourism & Community Outreach Committee? Which initiatives would we relinquish ownership? Retain?
 - Make recommendation to Board of Directors regarding whether and/or how chamber participation should manifest based on evaluation, available information, proposed committee workplan, etc.

Reporting Structure

The Tourism & Community Outreach Committee Chairperson reports and is accountable directly to the Chamber of Commerce president for the effective operation of the committee and for all committee decisions. The president, in turn, is accountable to the board for the operation of the Tourism Committee within Timmins Chamber of Commerce board policies.

Authority

The Tourism & Community Outreach Committee is empowered by the board of the Timmins Chamber of Commerce to make decisions within the mandate established in this document and within the context of the board's organizational policies.

The Tourism & Community Outreach Committee may develop operational policies dealing with tourism initiatives so long as they fall within general policy as set by the board and are approved by the Board of Directors as required. The president may provide guidance and direction to the Tourism & Community Outreach Committee through its chairperson, but cannot over-ride decisions of the committee provided that those decisions conform to board policy.

Responsibilities of Chairperson - Tourism & Community Outreach Committee

The Chairperson of the Tourism & Community Outreach Committee provides leadership to the Committee and is responsible for assigning and coordinating the Committee's work. In addition, the Chairperson is responsible for:

- receiving and responding to questions and issues concerning tourism from members of the Chamber;
- developing and managing an operating budget to support committee initiatives, as required;
- ensuring that meetings are properly documented, with the assistance of the Chamber Manager and/or staff.

The Chairperson of the Tourism & Community Outreach Committee is authorized to:

- act as the spokesperson for the Tourism Committee within the Chamber of Commerce;
- speak externally on behalf of the Chamber if it is on matters within the committee's mandate;
- commit funds within the parameters of the approved operating budget of the Tourism Committee.

Membership

The Chair and Co-Chair of the Tourism & Community Outreach Committee are elected by the committee from the eligible committee members and a minimum of one of these positions must be held by a Board member. The remaining members of the Tourism & Community Outreach Committee may consist of:

- Sitting members of the Timmins Chamber of Commerce Board;
- Interested members of the Chamber of Commerce;
- Interested non-members of the Chamber of Commerce, e.g. government representatives;
- The Chamber Manager and/or other Chamber staff (ex-officio).