

YUKON TOURISM ADVISORY BOARD

Terms of Reference

AUTHORITY

The Yukon Tourism Advisory Board (YTAB) has been established by the authority of the Minister of Tourism and Culture (the “Minister”).

YTAB is included as a Category C Board in the Government of Yukon’s General Administration Manual Policy 1.8 – Boards and Committees.

OVERVIEW

YTAB’s role is to focus on providing high level, strategic advice to the Minister related to the implementation the Yukon Tourism Development Strategy (YTDS). YTAB will focus on progress being made in achieving the Goals of the YTDS. YTAB will monitor the relevance and impact of the YTDS on Yukon’s tourism sector.

YTAB will make recommendations to the Minister that enhance, enable and facilitate the implementation of the YTDS. At the same time, YTAB will stay abreast of current trends and intelligence of the tourism sector to ensure that the YTDS recommendations are relevant, research-based and market-driven.

YTAB members do not ‘represent’ specific sectors, constituents or organizations. They provide advice to the Minister on matters that may have a material impact on the industry or on the implementation of the YTDS.

The advice provided by YTAB members will be informed by their expertise, experience, knowledge, and by their connections and networks built up through their career and life experience.

MANDATE

YTAB will perform the following functions:

- Monitor and review the achievement of the vision and goals of the YTDS;
- Regularly review the YTDS to ensure that it remains relevant and takes into account the evolving nature of the industry locally, nationally, and internationally;
- Monitor, assess, and when required propose amendments to the YTDS;
- Advise on issues the Minister wishes the YTAB to consider; and
- Bring forward to the Minister strategic issues the YTAB deems important for achieving the goals of the YTDS.

GOVERNANCE

The YTAB will endeavor to reach consensus on recommendations. It is recognized that the group represents a diversity of perspectives and that, on occasion, its advice will not be unanimously endorsed by all members. Dissenting/minority views will be recorded and presented to the Minister along with recommendations.

ACCOUNTABILITY

The YTAB will submit its meeting minutes and recommendations, if any, to the Minister after each meeting. The YTAB will produce a written, public Annual Report that will include a summary of the YTAB's work and recommendations over the year, and articulate the focus and priorities for the coming year.

REVIEW AND AMENDMENT

The YTAB's Terms of Reference may be reviewed and amended by the Minister at any time, to align with the policy objectives and priorities of the Government of Yukon.

The YTAB will be independently assessed after three years to ensure it is contributing to the achievement of the vision and goals of the YTDS.

MEMBERSHIP

The YTAB will be comprised of nine members:

- One non-voting independent Chair;
- Seven voting members who shall be Yukon residents, one of whom will be appointed as Vice-Chair; and
- One ex-officio member, who will be the Deputy Minister of the Department of Tourism and Culture or their designate.

Among the seven voting members there shall be a balance between members having a strong, deep understanding of the tourism industry, and members with a diversity of backgrounds, particularly Yukon First Nations backgrounds, to ensure the diverse perspectives of Yukoners will be reflected in YTAB deliberations and recommendations.

The Chair is an independent, non-voting member who does not represent the perspective of any particular stakeholder or interest.

Vacancy in the YTAB membership does not impair the ability of the remaining members to act.

APPOINTMENT

Members of the YTAB will be appointed by Ministerial appointment following the Yukon Government's Boards and Committees process. Appointees will serve for terms not exceeding three years and may be reappointed upon reapplication. Qualifications for membership will ensure that a broad spectrum of expertise, experience, and interests characteristic of the diversity of Yukon's tourism sector and population are represented.

To ensure continuity at the YTAB level, appointments will be staggered so that no more than three members leave the YTAB at one time due to expiry of appointments.

REPLACEMENT OR TERMINATION

The Chair or any voting member can resign from the YTAB via a written statement to the Minister. If any member is unable to continue their role, the Minister may appoint a replacement, consistent with the Government of Yukon's Boards and Committees process and these Terms of Reference.

The Chair will lead the application and adherence to YTAB policies to address non-performing members, members in violation of the terms of reference, the requirement to disclose conflicts of interest, and any other applicable YTAB or Government of Yukon policies.

ROLES

Chair

The Chair will be neutral and will not have a vote in YTAB decisions or recommendations. The role of the Chair will be to:

- Facilitate YTAB members' discussion during meetings;
- Meet with the ex-officio member during agenda development;
- Draft recommendations, correspondence and other materials on behalf of the YTAB;
- Work with the Secretariat and department to develop YTAB procedures and policies, and
- Communicate with the Minister and, as required, the media, on behalf of the YTAB.

Vice-Chair and Acting Chair

A Vice-Chair will be nominated by the YTAB from among the voting members for approval by the Minister. When the Chair is unavailable, the Vice-Chair will fulfill the role of the Chair.

When not acting as the Chair, the Vice-Chair may accompany the Chair to meetings with the Minister or the ex officio member as required to ensure an ongoing readiness to fulfill the role of the Chair.

When acting as the Chair, the Vice-Chair will be neutral and will not have a vote in YTAB decisions or recommendations.

Voting Members

YTAB members are expected to bring their full range of skills, knowledge and experience, and specifically, the perspective they have been appointed to bring, to all matters reviewed and discussed by the YTAB.

Department of Tourism and Culture Ex-officio and Other Attendees

The ex-officio member will attend meetings to provide YTAB members with background information and operational context, and will not be granted voting rights.

The ex-officio member will assign and coordinate department or Government of Yukon staff or resources in support of the YTAB's work.

To ensure strategic integration between YTAB and the department, Tourism and Culture's ADM of Operations, Director of Tourism and Director of Cultural Services will have standing invitations to attend all meetings to support and be available as resources to the YTAB. YTAB may vary or revoke these standing invitations at its discretion.

Secretariat

The department will provide the YTAB with secretariat support for the preparation of agendas, meeting materials, minutes, coordination of meetings, payment of honorariums, financial reporting, communications, preparation of the Annual Report and the stakeholder open house.

PROCEEDINGS

Meetings

The YTAB will meet a minimum of four times per year.

Apart from the nine members and Secretariat, no other individuals will attend or observe YTAB meetings unless invited by the YTAB, or Government of Yukon in consultation with the YTAB.

The YTAB may, as needed, obtain additional expertise to address specialized topics.

Quorum

A majority of voting members of the YTAB constitutes a quorum.

Tourism Sector and Community Engagement

The YTAB will host at least one stakeholder open house each year to share and gather information and insights. Open houses will ensure that the YTAB remains aligned with stakeholder priorities, and that industry and stakeholders can regularly share their priorities, innovations and concerns.

Stakeholder organizations will be invited to attend YTAB meetings to provide updates directly to the YTAB.

Budget and Remuneration

Government of Yukon will provide an annual budget for YTAB operations and expenses. YTAB members will be paid honoraria and expenses in accordance with the Government of Yukon Boards and Committees policies.

Costs associated with obtaining additional expertise, establishing working groups, hosting stakeholder open houses shall not exceed the annual budget appropriated by the Government of Yukon for YTAB expenses.

YTAB Procedures

The YTAB may establish policies and procedures governing the conduct of its business, in consultation with the department.

Conflict of Interest

If a member of the YTAB believes they may have a conflict of interest, they must disclose it in the appointment process or thereafter to the Chair.