

# Terms of Reference

## Yukon Tourism Advisory Board

### Authority:

The Yukon Tourism Advisory Board (YTAB) has been established by the authority of the Minister of Tourism and Culture. YTAB is included as a Category C Board in the Yukon government's General Administration Manual Policy 1.8 – Boards and Committees.

### Mandate:

YTAB will perform the following functions:

- advise the Minister on how to achieve industry-government alignment in the implementation of the Yukon Tourism Development Strategy (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;
- advise on the implementation of YTDS priorities and action plans and the achievement of the vision and goals of the YTDS;
- advise on budget allocations specifically related to implementation of 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.

The YTAB's terms of reference may be reviewed by the Minister at any time, according to the policy objectives and priorities of government.

### Governance:

The YTAB will attempt 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 views will be recorded and presented to the Minister along with majority recommendations.

Recommendations should be made for the good of the entire sector and honour the values of the Yukon Tourism Development Strategy.

## Accountability:

The YTAB will submit meeting minutes and a summary of its recommendations to the Minister, which will be made public. Furthermore, the YTAB will produce a written annual report that will be made public.

In exceptional circumstances where the Chair determines that a matter before the Board should be treated as confidential, the Chair may declare an in camera session. In such circumstances, members shall respect the confidentiality of matters under consideration.

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

## Membership:

### Composition:

The Board will be comprised of nine members:

- seven voting members;
- one non-voting Chair, and
- one ex-officio member who will be the Deputy Minister of the Department of Tourism and Culture or their delegate.

Of the seven voting members:

- three (3) will be selected to bring a tourism business perspective to the Board's deliberations;
- two (2) will bring a Yukon First Nations' perspective;
- one (1) will bring the perspective of Yukon's cultural and/or heritage sectors, and
- one (1) will bring the perspective of Yukon's communities.

Of the above voting members, one (1) must also be able to bring a francophone perspective, and ideally one will bring a youth perspective.

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

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

### Qualifications and Recruitment:

Qualifications for membership will ensure that a broad spectrum of expertise, experience, and interests characteristic of the diversity of Yukon's tourism sector are represented, following the Government of Yukon's Boards and Committees process.

### Voting Members:

Applicants for Board membership will be assessed on how their significant, demonstrated tourism sector experience and credentials, and their strategic understanding of Yukon's tourism industry, qualify them to serve as an effective, expert advisor to the Minister on tourism matters.

Applicants will also be asked to identify one or more relevant perspectives they are qualified to bring to the Board (see Composition section, above). Letters of support from qualified, relevant organizations

must be submitted to corroborate an applicant's suitability in this regard. In addition to First Nations governments (for a First Nations' perspective) and municipal governments and Local Area Councils (for a community perspective), the following members/signatories of the YTDS Steering Committee<sup>1</sup> are examples of qualified and relevant organizations:

Tourism perspective:

- Tourism Industry Association of the Yukon
- Yukon First Nations Culture and Tourism Association
- Klondike Visitors Association
- Wilderness Tourism Association of the Yukon
- Yukon Convention Bureau
- Yukon Chamber of Commerce
- Yukon First Nations Chamber of Commerce
- Sport Yukon
- Association franco-yukonnaise

First Nations perspective:

- Council of Yukon First Nations
- Yukon First Nations Culture and Tourism Association
- First Nations Chamber of Commerce

Cultural and/or heritage sectors perspective:

- Yukon Historical & Museums Association
- Yukon First Nations Culture and Tourism Association
- Yukon Arts Centre

Francophone perspective:

- Association franco-yukonnaise

Yukon communities' perspective:

- Association of Yukon Communities

In keeping with the values and goals of the YTDS, the membership assessment process will take a holistic approach, ensuring board membership is balanced and reflective of the diversity of Yukon's population.

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<sup>1</sup> The Yukon Tourism Development Strategy Steering Committee was formed at the request of the Minister of Tourism and Culture in 2018 to provide strategic advice on the development of the Yukon wide, multi-year, goal-oriented tourism development strategy and remained in place until March 31, 2020 to oversee its implementation. The YTAB replaced the Steering Committee on April 1, 2020.

**Chair:**

Applicants for Chair of the Yukon Tourism Advisory Board will be assessed on their significant, demonstrated tourism sector experience and credentials, their strategic understanding of Yukon's tourism industry, and/or their significant experience in, and knowledge of, board governance and administration.

Letters of support from qualified, relevant organizations (as above) must be submitted to corroborate an applicant's suitability in this regard.

### Appointment and Removal

Members of the YTAB will be appointed by Ministerial appointment following the Government of Yukon's Boards and Committees process. Appointees will serve for terms not exceeding three years and may be reappointed upon reapplication; however, to ensure continuity at the Board level, initial appointments will be staggered so that no more than three members leave the Board at one time. Two initial members will be appointed for three years, three members for two years, and two members for one year. An initial Chair will be appointed for three years.

The Chair will lead the development of a Board policy to address non-performing YTAB members or those members in violation of the YTAB Terms of reference.

### 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 Board members' discussion during meetings;
- meet with the ex-officio member during agenda development, and
- communicate with the Minister and, as required, the media, on behalf of the Board.

When the Chair is unavailable, the Chair, with the approval of the Minister, shall designate an Acting Chair from among the voting members.

For the duration of their acting assignments, Acting Chairs will fulfill the role of Chair, be neutral and will not have a vote in YTAB decisions or recommendations.

**Ex-officio:**

The ex-officio will attend meetings to provide Board members with background information and operation context, and will not be granted voting rights. When requested by the Board, they may be asked leave the meeting to allow for private, in camera discussion among Board members.

### Proceedings:

#### Meetings:

The Board will meet a minimum of four times per year. Additional meetings may be required by the Minister or the Chair. Apart from the nine members (seven voting and two non-voting), no other individuals will be permitted to attend or observe Board meetings unless invited to attend by the Board, or by the Government of Yukon in consultation with the Board. The YTAB may, as needed, obtain

additional expertise to address specialized topics. The YTAB may also form subcommittees to address specific topic areas.

The Board will host at least one stakeholder open house each year to share and gather information and insights, ensuring that the YTDS continues to pursue its goal of building a thriving tourism economy, developing tourism sustainably and ensuring resident support for tourism. 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.

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

The Department of Tourism and Culture will provide the YTAB with secretariat services, including a minute taker if requested by the Board.

#### Quorum:

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

#### Board Procedures:

The board may establish policies, procedures and rules governing the conduct of its business, subject to the final approval of the Minister.

#### Conflict of Interest:

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