

# **VICTORIA CONFERENCE CENTRE ADVISORY COMMITTEE**

## **Terms of reference**

### **Introduction**

On February 21, 2008, Council resolved to re-establish the advisory committee for the Victoria Conference Centre (VCC). This resolution was the culmination of three years of discussion concerning the need to strengthen stakeholder relationships and to provide a formal mechanism for business input on identified strategic initiatives with the VCC.

### **Objectives**

- To review and provide input into the VCC's annual sales and marketing strategy to position the VCC as an international meetings destination.
- To share information on trends and emerging issues for the meetings and convention industry.
- To advise the VCC and Victoria City Council on ways to grow the business and to provide direction for future success.
- To ensure that issues raised in the 2006 governance review are addressed.

### **Guiding Principles**

- Recommendations must be practical, affordable and timely
- Discussions regarding the reallocation of the 2% hotel tax falls outside the parameters of the Advisory Committee
- Members discussions will be of a strategic nature; operational decision-making rests with the VCC General Manager

### **Task Force Membership**

- Council representation
- City Manager
- General Manager of the VCC
- Chair (vice chair or board delegate) of the Hotel Association of Greater Victoria
- Chair (vice chair or board delegate) of the Victoria Airport Authority
- Chair (vice chair or board delegate) of Tourism Victoria
- Chair (vice chair or board delegate) of the Greater Victoria Chamber of Commerce
- Chair (vice chair or board delegate) of the Greater Victoria Harbour Authority

- Representation from Victoria post secondary institutions

### **Functionality**

***Meetings:*** Meetings will be quarterly with an annual meeting with Council.

***Approvals:*** All Advisory Committee recommendations will be subject to Council approval.

***Technical support:*** the VCC will provide administrative, informational and technical support to the committee.

***Agendas/Minutes:*** Agendas will be forwarded to talk force members the week prior to the meeting date. Minutes reflecting decisions and key actions will be recorded and distributed by the VCC GM's office.