

Committee of the Whole (2) Report

DATE: Monday, December 12, 2022 **WARD(S):** ALL

**TITLE: APPOINTMENT OF TOURISM VAUGHAN CORPORATION
BOARD OF DIRECTORS FOR 2022-2026 TERM**

FROM:

Wendy Law, Deputy City Manager, Legal and Administrative Services & City Solicitor
Nick Spensieri, City Manager

ACTION: DECISION

Purpose

The Economic Development department and Tourism Vaughan Corporation are seeking a decision from Council to appoint three (3) members of Council to the Tourism Vaughan Corporation (TVC) Board of Directors for the 2022-26 term. Also, 2022-26 TVC Board will include two (2) members from the tourism-sector business as owner/employee industry representatives. This report recommends that the industry representatives be chosen by the three (3) members of Council on the Board, from the yet-to-be-established Tourism Vaughan Advisory Committee, and seeks Council approval for this process.

Report Highlights

- On March 22, 2022, Council directed that the Board of Directors for the Tourism Vaughan Corporation be comprised of five members for the 2022-2026 Term of Council: three Councillors from TVC's Voting Member (Vaughan City Council) and two industry representatives chosen from the Tourism Vaughan Advisory Committee (TVAC)
- On October 20, 2021, Council approved the establishment of the TVAC made up of up to twelve (12) tourism industry stakeholders with the primary role of providing expertise and recommendations to the TVC Board of Directors
- A new call for applications to the TVAC will be initiated upon approval of the recommendations in this report by Council, with a short list of suitable candidates to be presented to the initial three (3) members of Council on the TVC Board for consideration and approval at its first meeting of the term in February 2023
- The TVC Board of Directors will meet quarterly thereafter

Recommendations

1. THAT Council appoint three members of Council to the Tourism Vaughan Corporation Board of Directors for the 2022-2026 term, and assign the role of Chair and Vice-Chair respectively to two of the three members;
2. THAT recruitment be initiated for applications to the Tourism Vaughan Advisory Committee, made up of up to 12 tourism industry stakeholders from a range of sectors, including, but not limited to: accommodations, meetings and conferences, attractions and retail, festivals and events, food and beverage, and industry support organizations; and
3. THAT the initial three-member, Council-appointed Tourism Vaughan Corporation Board of Directors be authorized to appoint an additional two Board members, from among the tourism-sector business owner/employee representatives of the yet-to-be-established Tourism Vaughan Advisory Committee, to also serve alongside on the Tourism Vaughan Corporation Board of Directors for the 2022-2026 term.

Background

The Tourism Vaughan Corporation (TVC) is Vaughan's destination development and marketing organization with the vision to develop and promote Vaughan as a premier overnight destination for leisure, sport and business visitors. To achieve these goals, the TVC's plan and budget utilize 50% of the revenues generated by the Vaughan Municipal Accommodation Tax (MAT) pursuant to By-law 029-2019.

The TVC began operations in Q4 of 2019.

The Council-approved Vaughan Destination Master Plan (VDMP) lays out a comprehensive plan for the development of Vaughan's tourism-related industry cluster.

On October 20, 2021, the VDMP was approved by Council. TVC and the TVC Board of Directors is mandated by the voting member (Vaughan City Council) to implement the approved Vaughan Destination Master Plan (VDMP). The VDMP guides the strategic focus of the TVC and identifies five strategic priorities:

1. Governance and city policy framework;
2. Product development;
3. Partnerships;
4. Marketing & communications; and
5. Research and data analysis.

The TVC Board of Directors will be supported by an appointed Tourism Vaughan Advisory Committee (TVAC), recruited from the local tourism industry.

On October 20, 2021, Council approved the establishment of a Tourism Vaughan Advisory Committee (TVAC) made up of up to 12 tourism industry stakeholders from a range of sectors, including, but not limited to: accommodations, meetings and conferences, attractions and retail, festivals and events, food and beverage, and industry support organizations. The TVAC has the primary role of providing expertise and recommendations to the TVC Board of Directors.

The term of the previous TVAC members concluded in alignment with the end of the previous term of the TVC Board of Directors in October 2022. The new term for the TVAC will similarly coincide with the term of the TVC Board of Directors from February 2023 to October 2026. The proceedings of the TVAC will be governed by a set of terms of reference as per Attachment 1.

The TVC Board of Directors will be comprised of five members for the 2022-2026 Term of Council, including two industry representatives from the TVAC.

On March 22, 2022, Council resolved that the Board of Directors for the Tourism Vaughan Corporation be comprised of five members for the 2022-2026 Term of Council: three Councillors of TVC's Voting Member (Vaughan City Council) and two industry representatives assigned from the TVAC.

As per TVC By-Law No. 1 and the TVC Memorandum of Agreement (MOA) between the Corporation of the City of Vaughan and the Tourism Vaughan Corporation, Council

shall appoint the required number of City Council Directors (three) to the TVC Board within 60 days after a municipal election.

Previous Reports/Authority

[Committee of the Whole \(2\) Report – Tourism Vaughan Action Plan – 2022 \(March 8, 2022\)](#)

[Committee of the Whole \(2\) Report – Vaughan Destination Master Plan \(October 13, 2021\)](#)

[Committee of the Whole \(2\) Report – Tourism Vaughan Governance Review \(October 13, 2021\)](#)

[TVC By-Law No. 1](#)

[TVC Memorandum of Agreement \(MOA\)](#)

[City of Vaughan By-Law 029-2019 – Municipal Accommodation Tax](#)

Analysis and Options

In order to ensure continuity in the governance structure of the TVC and as the sole Voting Member of the Tourism Vaughan Corporation, Council shall appoint three members of Council to the Tourism Vaughan Corporation (TVC) Board of Directors for the 2022-2026 term.

During the previous term of the TVC Board, these positions were held as follows:

1. Chair, Regional Councillor Gino Rosati
2. Vice-Chair, Regional Councillor Mario Ferri
3. Director, Ward 4 Councillor Sandra Yeung Racco

Council shall appoint the Chair and Vice-Chair of the Board from the TVC Board of Directors.

The Chair of the Board shall, when present, preside at all Member's meetings and meetings of the Board of Directors. The Chair of the Board of Directors with the Secretary or other officer appointed by the Board of Directors for the purpose, shall sign all by-laws. The Chair of the Board shall perform such other duties as may from time to time be determined by the Voting Member. During the absence or inability of the Chair of the Board, the Chair of the Board's powers and duties may be exercised by the Vice-

Chair of the Board, or such other Director as the Voting Member may from time to time appoint for the purpose and if the Vice-Chair of the Board or such other Director shall exercise any such duty or power, the absence or inability of the Chair of the Board shall be presumed with reference thereto.

Council approval is needed to authorize the initial 3 members of the TVC Board to appoint an additional two Board members from the TVAC.

Council approval is needed for the initial three-member, Council-appointed Tourism Vaughan Corporation Board of Directors to be authorized to appoint an additional two Board members, from among the tourism-sector business owner/employee representatives of the yet-to-be-established Tourism Vaughan Advisory Committee, to also serve alongside on the Tourism Vaughan Corporation Board of Directors for the 2022-2026 term.

Staff will initiate recruitment for applications to the TVAC through the City Clerk's Office upon approval of the recommendations in this report by Council. A short list of suitable candidates will be presented to the Board for consideration and approval at its first meeting of the term in February 2023.

The TVC Board of Directors will meet quarterly thereafter.

Financial Impact

None.

Broader Regional Impacts/Considerations

Vaughan is home to key regional tourism and visitor assets, including Canada's Wonderland, the McMichael Canadian Art Gallery, and Vaughan Mills. The City also hosts a dense cluster of the Region's accommodations.

As per the Tourism Vaughan governance review in October 2021, the City's support outlined in this report are in line with best practices in governance in the Municipal Services Corporation model of DMO management, allowing the City's stakeholders to play a key advisory role in developing the local and regional economy.

Through the appointment of members of the TVAC to the TVC Board of Directors, local and regional stakeholders will have a formal method to provide recommendations on the local industry's development.

Conclusion

Adoption of the recommendations of this report will ensure continuity in the governance structure of the Tourism Vaughan Corporation. The policies, procedures and terms of reference presented are grounded in succession planning purposes to ensure consistency in governance, leadership, management, and operations of the TVC as adopted by Council.

For more information, please contact: Don De Los Santos, Manager, Economic Services, ext. 8874.

Attachment

1. Draft TVAC Terms of Reference, December 12, 2022

Prepared by

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Approved by



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