

# Ontario By Bike Industry Partnership



## Advisory Committee Governance Structure GUIDELINES 2015

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## **Mandate:**

The Ontario By Bike Industry Partnership (OBBIP) Advisory Committee is a standing committee whose primary function is to share information and resources that will facilitate destination development and promotion of Ontario's growing cycle tourism product, with the goal of making Ontario a top cycle tourism destination in North America.

## **What are we going to do?**

The OBBIP will coordinate activities to meet the following objectives:

- Development of a strategy for cycle tourism in Ontario
- Providing a core information hub for cycle tourism in Ontario
- Cycle tourism destination and product development in Ontario
- Eventually, the goal is to establish the OBBIP as Ontario's key industry group to develop and promote cycle tourism in the province.

## **How are we going to do it?**

The goals for the OBBIP initiative were originally identified in 2010, through a strategic planning and consultation process that gathered input from over 100 partners and stakeholders across the province. As a result Transportation Options was able to secure three years of funding from The Trillium Foundation of Ontario. With some of the more specific goals met, the following key activities have evolved out of further consultations with committee members and other partners that were completed in 2015. These include:

- Develop partnerships to support the development of an Ontario cycle tourism strategy
- Advocate for additional investment and support for the cycle tourism sector from public and private partners
- Provide input on cycling initiatives put forth by the Province of Ontario, regions and municipalities
- Initiative, commission and assist with market research studies
- Keep informed, share information on new cycle tourism developments out of province and internationally
- Coordinate conferences on cycle tourism and assist with cycle tourism content at other bike-themed conferences

## **OBBIP Advisory Committee Structure**

The Advisory Committee includes a range of industry representatives from across the province of Ontario, that come from a variety of backgrounds that includes tourism and planning; cycling industry and business stakeholders; health and active transportation; as well as connected individuals and those involved in regional cycling organizations and other cross-provincial organizations.

The OBBIP Advisory Committee is comprised a Chairperson and committee members. The advisory committee will be chaired by the Executive Director of Transportation Options. OBBIP Advisory Committee's structure is designed to maintain fair, multi-stakeholder representation from all regions with representation based on the Regional Tourism Organization's geographical breakdown of Ontario (RTOs 1-13). Committee members should also possess both public and private sector knowledge or experience and reflect Ontario's diversity. The committee, as a group, should boast business intelligence, development planning acumen, marketing and communication skills, and knowledge of regional and tourism sectors, including a working knowledge of cycling infrastructure and cycling promotions within their region.

Transportation Options has created this advisory committee to help direct and grow the Ontario cycle tourism industry. This committee plays an important role in linking public, private, and non-profit sectors, sharing and disseminating information and developing a collective understanding of cycling and cycle tourism-related programs and initiatives throughout Ontario.

Any changes to the structure or guidelines of the OBBIP Advisory Committee will come from Transportation Options. However, committee members are encouraged to submit a request for change(s) to the Chairperson in writing. The Chairperson will present these requests for changes at the next scheduled committee meeting and ask for feedback from all committee members. Should Transportation Options choose to no longer Chair the committee a new Chair person and lead organization will be sought from among group. If dissolution of the Advisory Committee should be desired, notice will be provided with ample time to consider alternatives.

## **Advisory Committee Responsibilities**

The Ontario By Bike Industry Partnership Advisory Committee member will aim to be a lead proponent for development of cycling and/or cycle tourism sector in their region and assisting on a provincial level with some or all of the following:

- Being in a position to fairly represent and provide relevant information on a variety of cycling and cycle tourism developments from their region.
- Identifying a mechanism and communication channel to share information back to other industry and relevant contacts within their region.
- Fostering discussions on matters relating to cycling and cycle tourism from perspective of product and destination development, strategic planning and marketing within a regional, cross-regional and provincial framework.
- Providing information and resources to assist with local and regional cycling and cycle tourism related initiatives.
- Acting as ambassadors in fostering industry understanding of the importance of cycle tourism development regionally and provincially.
- Contributing to and supporting strategic planning efforts for further development of cycle tourism in Ontario.
- Gaining insight into destination development projects being planned or currently underway throughout the province and use this information to support their regions' own local initiatives.
- Connecting with other committee members at meetings or independently to make the most of this valuable networking platform.
- Helping further establish the OBBIP Advisory Committee as Ontario's key industry group and partnership helping to develop and promote cycle tourism in the province.
- Helping direct the growth of the Ontario cycle tourism sector, while ensuring that their own regions' interests are adequately represented.
- Providing input into strategic direction of the OBBIP as needed.

## **Roles of Advisory Committee:**

### **Chairperson Profile**

The Executive Director of Transportation Options will act as the Advisory Committee's chairperson. The Chairperson will facilitate the committee meetings, as well as disseminate relevant industry information and updates about the Ontario By Bike Network.

### **Committee Members**

The committee Chairperson, with the assistance of others on the committee or pre-existing regional representatives are to select members of the committee based on the desired experience and knowledge and the fair regional representation as outlined in this document. Committee members are asked to participate for a term period of two years; however can step down by providing reasonable notice to committee Chairperson, and recommending a replacement.

In addition to knowledge, skills and specific competencies relating to the committee, members must be strategic thinkers, have good analytical acumen and possess appropriate personal attributes. These include integrity and high ethical standards, sound judgment, an ability and willingness to collaborate as a team. With strong interpersonal skills, each member should have something important to contribute and should be able to function well in a group of equals. A high level of commitment to achieving the goals of the partnership and further development of cycling and the cycle tourism sector in Ontario is desired.

### **Other Committee Appointments**

As there are no financial obligations and budgets associated with this committee, there is no need for a Treasurer or other, more formalized roles. In the event that the activities of the Committee should change, the need for additional roles and / or sub committees can be revisited by the committee Chairperson and with the assistance of others on the committee.

# **OBBIP Advisory Committee Guidelines**

## **Proceedings**

The OBBIP Advisory Committee keeps a record of all proceedings through audio recording and the keeping of meeting minutes. These proceedings will be available to the public at [www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip). Transportation Options will record meeting minutes and performs clerical duties including:

- Mail (electronically) agenda, announcements, minutes and other information to members
- Help assemble and distribute necessary background information to members
- Provide the web conferencing platform
- Correspond with members or representatives as needed

## **Number of Meetings**

Advisory committee meetings take place twice a year, at approximately six month intervals. Due to the geographical size of the province, these meetings are conducted through web conferences, virtual meetings, or conference calls. Meetings are scheduled to support annual strategic planning cycles and are generally held in the early spring and late fall. Requests for advice and input can occur on an ad hoc basis and may necessitate additional conference calls.

## **Attendance**

If absent from a committee meeting, members are allowed (and encouraged) to nominate another stakeholder or alternate from their region to attend in their absence. Members who are unable to attend two consecutive meetings or are unable to nominate a substitute may be requested to offer their position to another stakeholder from their region.

## **Dissemination of Information In Lieu of Attending Meetings**

Should a committee member or alternate be unable to attend a meeting, a regional update is requested in advance so information can be shared from their region on their behalf.

## **Special Advisors or Observers**

Occasional experts or sector observers may be invited to attend meetings, as appropriate, on an ad-hoc basis to further contribute to specific agenda items.

## **Remuneration**

Participation on the Advisory Committee (including the Chairperson) is voluntary and committee members are not paid for their time. As meetings are conducted via web and telephone conferencing system paid for by Transportation Options, no travel expenses are to be assumed.

## **Process for Nominations**

Individuals wishing to serve on the OBBIP Advisory Committee (or interested in filling vacant spaces on the committee) should send a curriculum vitae describing experience and competencies, a description of their organization and indicating their area of interest to a committee member, who will share with the Chairperson or directly to the Chairperson.

Upon reviewing the application and soliciting feedback from other committee members as required the final decision of will made by the committee Chairperson.

## **Confidentiality**

Apart from contact sharing within committee, all committee members personal contact information will be kept private, only the inclusion of regional affiliation is public and included on [www.transportationoptions.org/obbip-ac](http://www.transportationoptions.org/obbip-ac)