

MARKETING LEVY AD HOC COMMITTEE Terms of Reference

Purpose

The purpose of Annapolis County Marketing Levy Ad Hoc Committee is to make recommendations for the use of funds collected through the Marketing Levy By-Law to promote tourism in County of Annapolis.

Authority

Annapolis County Marketing Levy Ad Hoc Committee has been granted its legal authority to assist municipal council with the allocation of funds of Marketing Levy usage within Annapolis County through permission from Council of Municipality of the County of Annapolis on March 18, 2025. Council's authority for this committee is established through Sections 9A and 24 of the *Municipal Government Act*.

Scope

The scope of Annapolis County Marketing Levy Ad Hoc Committee shall be limited to the following:

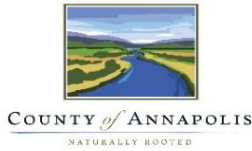
- a. Recommending how the disbursement of funds collected through the Marketing Levy By-Law of County of Annapolis to promote tourism within the County shall be completed; and
- b. Review and provide recommendations on by-law matters related to the Marketing Levy to ensure alignment with municipal priorities and legislative requirements; and
- c. Consider input from industry interest-holders, tourism organizations, and other relevant entities to maximize the effectiveness of marketing initiatives.

Role of Chairperson

The Chairperson is ultimately responsible for organizing, chairing and facilitating all meetings, ensuring that appropriate research, directions and recommendations are given by the Ad Hoc Committee to Council, including the provision for adoption of work plans, guiding policy discussions, reviewing financial considerations, and ensuring that all decisions align with the committee's mandate. The Chairperson also ensures effective collaboration among members and interest-holders to support the successful implementation of marketing initiatives.

Role of Vice Chairperson

A Vice Chairperson shall be appointed and act in the place of the Chairperson during absences, unavailability or conflicts of interest of the Chairperson.



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Role of Chief Administrative Officer

Chief Administrative Officer shall ensure that the Ad Hoc Committee focuses on its approved mandate and completes its analysis and work within its approved timeline, including considering the use of municipal staff to organize meetings.

Membership

Membership on Annapolis County Marketing Levy Ad Hoc Committee shall consist of up to six persons and include the following duly appointed pursuant to Section 24 of the *Municipal Government Act*:

- a. three elected representatives from Municipality of the County of Annapolis; and
- b. three representatives from operators registered under the Marketing Levy.

Members of the Ad Hoc Committee must have a strong knowledge of the local tourism industry, an understanding of municipal and provincial government operations, governance and practices, and knowledge and ability to understand and comprehend tourism marketing data and industry trends in hospitality to support informed decision-making.

Reporting Relationship

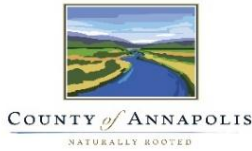
Annapolis County Marketing Levy Ad Hoc Committee shall report directly to the Council of Municipality of County of Annapolis and the Chief Administrative Officer for operational and administrative support.

Duration of Mandate

The mandate of Annapolis County Marketing Levy Ad Hoc Committee shall be from April 01, 2025, to March 31, 2026.

Frequency of Meetings

Meetings of Annapolis County Marketing Levy Ad Hoc Committee shall be held on such day as the Ad Hoc Committee decides at the first meeting of the Ad Hoc Committee, with such meetings taking place at the time agreed to by the Ad Hoc Committee. Additional meetings may be held, or the above meetings date and times changed, when agreed to by consensus of the Ad Hoc Committee and prior notification is provided to Ad Hoc Committee members.



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Quorum Requirements

No decisions may be made at any Annapolis County Marketing Levy Ad Hoc Committee meeting unless at least two elected representatives from Municipality of the County of Annapolis are present, and no less than four members in total are present and vote at such meetings.

Agenda, Minutes and Resolutions

Minutes and recommendations of Annapolis County Marketing Levy Ad Hoc Committee shall be provided to each member of the Committee within a reasonable time after the conclusion of such meeting. The Chairperson or their designate shall be responsible for preparing and submitting meeting minutes to the Municipal Clerk within 7 days after the conclusion of each meeting. An agenda and meeting package shall also be prepared by the Chairperson and provided to each member of the Ad Hoc Committee at least five days before every meeting.

Conflict of Interest

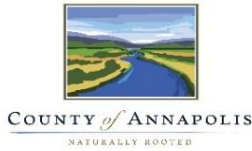
It is expected that all members of Annapolis County Marketing Levy Ad Hoc Committee will adhere to the *Municipal Conflict of Interest Act*, disclosing any pecuniary or indirect pecuniary interest in any matter before the Ad Hoc Committee and refraining from taking part in, or trying to influence either before or after the meeting, any directions or decisions respecting such matters. Any breach of this guideline will require the Chairperson to ask Council to remove that member and appoint another member in their stead. If the breach is by the Chairperson, this shall be reported to Council by the Vice Chairperson.

Resources

Annapolis County Marketing Levy Ad Hoc Committee shall independently fulfill its mandate, including conducting necessary research, maintaining meeting records, and preparing reports to support its decision-making process. Requests for any funding required shall be made by the Chairperson directly to Council with the specific details of the request. No specific funding is being allocated to this committee.

Decision Making Process

All decisions of Annapolis County Marketing Levy Ad Hoc Committee shall be made by consensus vote of Ad Hoc Committee members. Where a consensus is not forthcoming, the decision shall be determined in the negative. The Ad Hoc Committee has authority to oversee and facilitate the research and data collection process by researching Marketing Levy information .



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Confidentiality

All meetings of Annapolis County Marketing Levy Ad Hoc Committee are considered public, except those matters deemed to be private and confidential in nature and subject to Section 22 of the *Municipal Government Act*. Minutes and subsequent resolutions of such meetings shall be recorded and publicly available upon approval by the Ad Hoc Committee. Information and reports of the Ad Hoc Committee shall be subject to normal Freedom of Information and Protection of Privacy (FOIPOP) regulations.

Communications

All communications and messaging from Annapolis County Marketing Levy Ad Hoc Committee's work and activities shall come solely from the Chairperson or their designate. It is expected that all decisions of the Ad Hoc Committee will be supported by all members of the Ad Hoc Committee upon ratification. This does not limit the ability of individual member's from speaking freely with the media, but in all such cases the individual Ad Hoc Committee member should be clear that it is their personal opinion and not that of the Ad Hoc Committee.

Reporting

At least quarterly, the Chairperson shall provide a written report to municipal council concerning the Ad Hoc Committee's work plan progress to date, focus, strategies, and priorities. Should Council request an oral presentation, this request will be made to the Chairperson.

Approved by Municipal Council: March 18, 2025
SR2025-34

Chief Administrative Officer

At Annapolis Royal Nova Scotia

March 18, 2025

Date