

Terms of Reference

Marketing and Promotions Levy Advisory Committee

Under the authority of the Digby Marketing and Promotions Levy By-law # 2023-03 the Town of Digby and the District of Digby shall establish the Marketing and Promotions Levy Advisory Committee (MPLAC) as a standing committee.

The mandate of the MPLAC is:

- a) to direct the use of funds collected through the Marketing and Promotions Levy By-Law of the Town and District so as to promote tourism in the Town and the District;
- b) to advise the Councils of the Town and the District on policy and by-law matters pertaining to the Marketing and Promotions Levy By-law and funds;
- c) such authority shall be exercised in a manner consistent with the By-Laws and Policies of the Town and the District and applicable legislation;
- d) there shall be no allocation of the funds to cover administration costs associated with collecting or disbursing the funds.

Membership

The membership of MPLAC shall be comprised of six (6) voting Members: one Citizen and one operator collecting funds under the Marketing and Promotions Levy By-law, each from the Town and the District, appointed by each Council respectively, in addition to one member of Council each from the Town and the District. All members of MPLAC shall be voting members. The Chief Administrative Officers of the Town and the District shall be non-voting Ex-Officio Members. The Appointee(s) term of office shall be Operator appointee three (3) years and the Citizen appointee two (2) years. Upon completion of their term of office, the appointee may reapply to Council for an additional term. However, following the completion of the appointee's second term of office the appointee will not be able to reapply, for a minimum of one (1) term of office. Council reserves the right to reappoint an appointee who has completed their second term of office in the event that any suitable applications for the vacancy had not been received.

Procedure

The MPLAC shall pick a Chairperson from its voting members and the Chairperson may, at their discretion allow any person, who is not a member, to speak on any matter on the agenda, but may be over-ruled by a majority vote of the members of the Committee.

The MPLAC must hold a meeting at least 4 times per year. A quorum of the MPLAC consists of a majority of the members of the Committee from time to time.

The Town hereby delegates to the MPLAC the full authority to authorize and spend the funds collected pursuant to this By-Law and such decisions are not subject to ratification by the Town, except for the approval of policies related to the expenditure of funds.

The MPLAC shall report to the Council for the Town annually on the disbursements, collections and activities of the MPLAC.

The MPLAC may enter into agreements binding the Town in order to leverage the funds collected by the levy, to further the purposes of the levy. Such agreements shall either be limited to the funds already collected at the time of signing, or contain specific limitations on liability of the Town for financial contributions not to exceed proceeds of the levy.

The Town shall not authorize or use any funds collected from the levy for a purpose not approved by the MPLAC.

The MPLAC may establish, by policy, a process to receive and review grant applications from not for profit organizations in order to further the interests of the MPLAC.