

# Ontario Tourism Marketing Partnership Corporation

Corporate By-Law No. 5

Adopted by the Board of Directors  
*March 24, 2003*

## BY-LAW No. 5

### ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

**BE IT ENACTED AND IT IS HEREBY ENACTED** as a by-law of the Ontario Tourism Marketing Partnership Corporation ("OTMPC") as follows:

1. The OTMPC Board (the "Board") shall establish a permanent committee of the Board to be known as the Northern Tourism Marketing Committee, consisting of not less than 12 and no more than 17 northern members, three of whom shall be the three northern members of the Board appointed by the Lieutenant Governor in Council as the Board's Northern Representatives. The remaining Northern Tourism Marketing Committee members shall be nominated by the Board through its normal nomination process and approved by the Minister of Tourism and Recreation in consultation with the Minister of Northern Development and Mines.
2. The Board shall establish a permanent Northern Tourism Marketing Office with responsibilities for northern tourism marketing.
3. The Northern Tourism Marketing Committee will oversee the development and implementation of a business and tourism marketing plan for northern Ontario. The plan shall be subject to the Board's review and approval. The Northern Tourism Marketing Committee's expenditures shall be subject to review and approval annually by the Board and shall be subject to Management Board approval.
4. The responsibilities of the Northern Tourism Marketing Committee are as follows:
  - a) Oversee development, seek Board approval of and implement a business and tourism marketing plan for northern Ontario that is consistent with and complementary to the broader OTMPC provincial marketing strategy and recognizes the north's unique tourism products. The Northern Tourism Marketing Committee will be accountable to the Board for planning and reporting on its business and marketing plan and resources associated with such activities;
  - b) Oversee expenditure of an annual dedicated allocation, subject to Management Board approval for northern tourism marketing activities, consistent with all provincial government directives, guidelines and policies, and with Board approval.

- c) Oversee the northern tourism marketing activities of the Northern Tourism Marketing Office, including:
    - i. consultations with northern stakeholders regarding OTMPC northern tourism marketing activities/products to build partnerships in the north and lever investments in northern tourism marketing and provincial products,
    - ii. communication of OTMPC consumer research information to northern industry stakeholders and partners,
    - iii. provision of marketing expertise and guidance to OTMPC staff located in the Northern Tourism Marketing Office in the identification and development of market ready northern products;
  - d) Provide input to MNDM, MTR and OTMPC on provincial tourism marketing policies, programs and initiatives to ensure they reflect the needs and concerns of the tourism industry in the North; and
  - e) Report on northern marketing activities, resources and program results to the Board on a quarterly basis, or as required by the Board.
5. The Northern Tourism Marketing Committee shall be governed by and shall operate in accordance with its Terms of Reference established and approved by the Board. The composition, duration, responsibilities and procedures, including the establishment of the quorum of the Northern Tourism Marketing Committee shall be set out in the Terms of Reference.
6. Any proposed changes regarding the Northern Tourism Marketing Committee will be subject to review by the Minister of Northern Development and Mines and the Minister of Tourism and Recreation and approval by Management Board of Cabinet.

**ENACTED AND PASSED** by the board of directors and sealed with the corporate seal this 24<sup>th</sup> day of March, 2003.

(Corporate Seal)

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**John Williams**

Chair of the Board of Directors  
Ontario Tourism Marketing Partnership Corporation

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Corporate Secretary  
Ontario Tourism Marketing Partnership Corporation