

## Appendix 3

# Winterlicious / Summerlicious

## Advisory Board Terms of Reference

### Background

Winterlicious and Summerlicious were initiated in 2003 to promote Toronto's unique hospitality industry, showcase Toronto's diverse cuisine, profile fine dining experiences at a range of price points, and generate economic activity for the restaurant industry during a slow time of business.

Winterlicious is comprised of two streams: Prix-Fixe Promotion & Culinary Events  
Summerlicious is comprised of one stream: Prix-Fixe Promotion

From 2003 to 2008, Winterlicious and Summerlicious prospective participants have been determined using specific third-party critic and consumer review and rating publications. These publications are no longer relevant to the process because they are printed with less frequency, they have limited the number of restaurants they review and the scope of restaurant location, making them less inclusive and city wide.

The establishment of the Winterlicious / Summerlicious Advisory Board, along with the new application process, will create a more citywide and inclusive programme.

### (A) Advisory Board Purpose and Responsibilities:

The Winterlicious / Summerlicious Advisory Board will review all application forms for consideration to participate in Winterlicious / Summerlicious, determine price point categories, determine final notification lists and issue notification letters.

The Winterlicious / Summerlicious Advisory Board will also provide advice and support to Toronto Special Events to ensure the continuing success and sustainability of the City of Toronto's bi-annual restaurant programme, Winterlicious and Summerlicious.

The Advisory Board will serve as advocates for Winterlicious / Summerlicious, nurturing strong public and private sector support for the event. The Board will also function as a resource to help guide the event's long-term, strategic development.

### (B) Advisory Board Composition and Membership:

(1) The Board will be composed of 15 members selected by Cultural Services.

- (2) The membership will include representation from:
- a. Toronto's restaurant industry – owners, chefs and service staff (5 - 8)
  - b. Toronto's culinary schools (2)
  - c. Tourism Toronto (1)
  - d. Ontario Restaurant, Hotel, Motel Association (1)
  - e. Business Improvement Areas (2)
  - f. Ontario Tourism Marketing Partnership (1)

(3) Cultural Services staff will schedule and attend all meetings.

(4) Cultural Services staff will participate in discussions and assist in developing meeting agenda items.

(5) One member of the advisory board will be appointed to serve as Chair of the Board.

(C) Term and Commitment:

- (6) The Board will be established for a two year term and will conclude at the end of that term.
- (7) Two thirds of the Board members will be appointed for a two year term.
- (8) One third of the Board members will be appointed for a three-year term to ensure continuity with the establishment of the next Board.
- (9) All members commit to attending 2-4 meetings annually.
- (10) If members wish to resign during the term of their appointment they will submit a letter of resignation to the chair. A replacement member will be appointed using the process outlined in Section B of the Board Terms of Reference.