

Gros Morne Seasonal Extension Network Working Group

Purpose: The Gros Morne Seasonal Network Working Group (the "Working Group") will coordinate efforts, track progress, and support industry engagement in the implementation of the Seasonal Extension Action Plan for Gros Morne. The Working Group will collaborate on initiatives to extend the tourism season, enhance regional development, and support sustainable practices across the region.

Roles & Responsibilities:

Go Western/WDMO (Lead)

- Drive the overall process, ensuring progress is made, tasks are completed, and that the Working Group stays aligned with the goals of the Seasonal Extension Action Plan. Facilitate meetings and oversee project timelines.

Tourism Operators

- Collaborate on best practices, share feedback on the Action Plan, and assist in the implementation of seasonal strategies within their operations.

Industry Representatives

- Provide insights on local tourism trends, challenges, and opportunities. Contribute to planning, strategy development, and implementation of seasonal extension initiatives.

Community Stakeholders

- Ensure community engagement and support for tourism development, including input on local needs and opportunities for sustainable practices.

Government/Policy Representatives

- Offer guidance on regulatory requirements, funding opportunities, and policy alignment with the tourism strategy.

Meeting Frequency: The Working Group will meet quarterly or as needed to review progress, adjust strategies, and ensure alignment with overall goals. Regular updates and communications will be shared to maintain transparency and momentum.

Decision Making: This Working Group is collaborative in nature. While it is not a formal decision-making body, members will work together to share ideas, explore options, and develop recommendations that reflect the collective input of the group.

Where decisions are needed to move work forward—such as agreeing on next steps or setting priorities—the group will aim for consensus. If consensus isn't possible, the group will strive for a solution that most members can support, recognizing that differing views may exist.

Any formal decisions that fall outside the group's scope will be referred to the lead/WDMO.

Review and Updates: These Terms of Reference may be reviewed and updated as needed to ensure they remain relevant and responsive to the needs of the Working Group and the Seasonal Extension Action Plan.

Gros Morne Seasonal Extension Network Working Group

Working Group Members:

- Lynn Kendall, Seaside Suites and Seaside Deli & Dairy Bar | GM South
- Ian Stone, Tour of Gros Morne and Taste of Gros Morne | GM South
- Kristen Hickey, Gros Morne Adventures and Gros Morne Basecamp | GM North
- Annette Parsons, Neddies Harbour Inn, The Black Spruce, and Old Store Cafe | GM North
- Colleen Kennedy, Gros Morne Cooperating Association
- Myrna Goosney, Gros Morne Tourism Regional Innovative Partnership
- Steve Wheeler, Gros Morne Gatherings
- TBD, Creative Gros Morne
- Trudy Taylor-Walsh, Parks Canada
- Julia Penney, Manager, Product Development, Dept. TCAR
- Lexie McKenzie, Manager of Strategic Initiative, Dept. TCAR

Task based stakeholders: brought in when needed to provide input and expertise, in and out involvement.

Community stakeholders: operators and experience providers, non-profits, festivals, communities, etc.