SURREY HOTEL & MOTEL ASSOCIATION (SHMA)

OPERATING PRINCIPLES & POLICIES

ASSOCIATION OBJECTIVES

The objectives of the Surrey Hotel and Motel Association are:

- To represent the hotel community in a unified voice with such diverse organizations as the City of Surrey, Surrey Tourism and Convention Association, the BC Hotels Association, and the Provincial DMO

- To advocate for and jointly market the destination for an increase the number of groups and visitors to Surrey, with the advent of Innovation Boulevard and various arts and cultural festivals hosted in Surrey.

- To advocate for change in the governance of Surrey Tourism and Convention Association

- To advocate for direct marketing efforts which are results oriented and that such marketing efforts be measured by ROI (Return on Investment) of "heads in beds" in the community.

- To increase the visibility of the hotel community, through partnerships with the Surrey Board of Trade and to market all hotels through the various channels available.

- To advocate with City of Surrey for events to take place in Surrey. Such event participants and spectators, as a condition of obtaining

fields, recreation centers and general access to facilities, are recommended to be housed in Surrey Hotels.

- To jointly participate, as accommodation partners in marketing of the destination with City of Surrey Parks and Recreation and Culture. Surrey is to be promoted as a destination through travel and trade industry events participation between the City, DMO and industry partners.

- Work jointly with the City of Surrey and accommodation providers for attendance at certain sport tourism related sales events in order to secure group/tournament business for available dates in Surrey.

- To market in partnership, direct advertising in feeder markets such as Washington, Alberta and British Columbia.

- To advocate for regulation and appropriate taxation of short-term rental providers in the community of Surrey.

FIRST DIRECTORS

Until the first annual general meeting of the Association, there will be a board of five (5) Directors consisting of founding Active Members, who, along with the appointed Secretary, form the nominating committee for the Board of Directors, until the first AGM.

DIRECTORS AND OFFICERS

Immediate past-Chair - The immediate past-Chair shall serve in an advisory capacity and shall be entitled to vote at any meeting of the Board of Directors. He/she shall chair the Nominating Committee for current elections.

The Vice-Chair shall automatically become the Chair in the year immediately following the year of serving as Vice-Chair, and shall continue to be a director while serving as the Chair.

In the event of a vacancy in the office of Chair, the Vice-Chair shall automatically succeed to the office of Chair for the balance of the term and shall serve as the Chair in the following term.

FEES AND ASSESSMENTS

The annual budget shall be approved by the Board of Directors and shall not exceed the amount of proceeds derived from the combination of interest accrued on the Association's investments and the annual operating funds. Interest defined as earnings on the principal amount recorded in the Association's books as at the end of the fiscal year.

Fees will be collected through the Surrey Hotel and Motel Association in the amount of $ 6 per room on an annual basis plus applicable GST, which will be billed quarterly.

Upon becoming a member, there will be an initial additional assessment of $100 plus $10 per room.

Cheques are to be written to the Surrey Hotel and Motel Association.

The process by which the fees are collected, and the fee per room can be reviewed annually prior to the AGM.

GENERAL

Any changes to these Operating Principles and Policies must have the approval of the Directors of the Association through a vote at a Director's meeting.