



## **APPENDIX C**

### **TICO BOARD ELECTION CAMPAIGN GUIDELINES** **(“Campaigning Guidelines”)**

#### **Preamble:**

The Travel Industry Council of Ontario (TICO) Board of Directors wants to encourage candidates for election to communicate with potential voters. While such communications may help one to get elected, they also increase interest in the election, in the TICO Board and in the direction of TICO as an organization. The election provides opportunities for candidates to educate their colleagues about the issues and about their experiences and views. Dignified and courteous conduct by election participants enhances the professional image of the industry. TICO wants to encourage fair and open campaigning by candidates on a level playing field. As a result, there are a few guidelines that we would like you to consider as you communicate with TICO members.

#### **Purpose:**

The purpose of these guidelines is to ensure that:

- All candidates are treated fairly and equally.
- All candidates understand appropriate campaign activities.
- Members have sufficient information to make informed choices in elections.
- TICO Board elections are conducted in a manner befitting a professional organization.

#### **Guidelines:**

Candidates are expected to act in accordance with the following general guidelines:

1. Candidates should not start campaigning until they have been notified by TICO that their nomination has been accepted, they have attended a candidate orientation meeting and have been advised by TICO that campaigning can begin.
2. Candidates are allowed to campaign through any media they choose.

3. Current TICO board members and TICO staff members are prohibited from personally endorsing candidates for election or otherwise supporting their campaigns.
4. Trade associations may support or endorse candidates. TICO board members who are members of such organizations should refrain from directly participating in that activity.
5. TICO will make available information about the election process and encourage those eligible to vote.
6. TICO will also distribute Biographical Descriptions of not more than 250 words for all candidates to assist voters. The candidate may, if desired, include the URL to his or her personal website in their Biographical Description to direct potential voters to further information on his or her campaign. However, TICO will not put a link on its website to the candidate's personal website.
7. Except as otherwise stated, candidates are not permitted to use TICO resources to promote themselves. Campaign materials should not use the TICO logo or be designed to appear to come from TICO.
8. TICO will not provide registrant contact lists to candidates to assist them in campaigning.
9. In all written or oral communications, candidates are encouraged to present their individual positions and views on issues and to avoid negative references to other candidates, current board members and TICO staff.
10. Candidates and their supporters are strongly discouraged from engaging in activities that could be interpreted as negative campaign tactics.
11. Candidates should avoid making statements that are false, misleading or deceptive.
12. Most forms of communication are in the public domain. Therefore, in all discussions and communications, a professional tone will reflect positively on TICO and on the candidate.
13. TICO takes no responsibility for the content of disclosures made or materials prepared by candidates when campaigning for election.
14. To summarize, TICO encourages campaigning that is conducted in a professional, positive and accurate manner.

**Enforcement:**

Each election candidate will be provided with a copy of these guidelines and a statement to sign, certifying that he or she has read the guidelines, will abide by them and will notify and take steps to ensure that their supporters abide by them.

Complaints regarding failure to comply with these guidelines should be submitted in writing to TICO's Elections Officer.

The CEO of TICO and/or TICO's Governance and Human Resources Committee will determine whether a violation of the Campaigning Guidelines has occurred. Failure to comply with the Campaigning Guidelines could result in a candidate being disqualified from the election and having his or her name removed from the ballot.