

Marketing & Business Development Advisory Committee

Terms of Reference

Background/History

In order to assist the Vancouver Park Board (Park Board) to identify and assess new marketing and business development opportunities, and improve parks and recreation services, the Board approved the establishment of a new Marketing & Business Development Advisory Committee (Advisory Committee) on March 1, 2010.

Purpose & Role

The purpose of the Advisory Committee is to:

- Provide the Park Board with advice and recommendations regarding new revenue-generating opportunities and services; and
- Advise the Park Board on any matters referred to the Advisory Committee from time to time by the Board, its Committees, or Park Board staff.

The Advisory Committee will function as an advisory committee to the Board, without any executive powers or authority to implement specific actions, initiatives, and/or policy.

Objectives

The objectives of the Advisory Committee are to:

- Provide the Park Board with expert advice and input on key initiatives/issues related to marketing, business development, and customer service;
- Serve as a formal resource/mechanism to exchange ideas and opinions related to the planning and evaluation of new marketing, business development, and customer service initiatives;
- Provide guidance and direction on industry trends and statistics;
- Foster links and engagement between the Park Board, industry, and community interests; and
- Establish special sub-committees on specific opportunity areas as required.

Membership/Composition

The Advisory Committee will be composed of up to eight (8) voting members appointed by the Board. Committee members will be chosen to provide expert advice and insight from a broad range of industry sectors which can include, but not be limited, to:

- Tourism;
- Attractions;
- Restaurant/food services;
- Meetings/events;
- Retail/leasing/advertising;
- Sales/marketing;
- Customer service; and
- Planning/real estate.

Members appointed to the Advisory Committee will possess an appropriate mix of:

- Knowledge;
- Experience;
- Leadership; and
- Personal attributes.

Advisory Committee members will be selected at large to represent the perspectives of their particular sector and the interests of the Park Board. They are not selected as advocates for their particular organization, and will have the ability to act solely in the best interests of the Park Board without regard to personal interest or benefit.

In addition, the Advisory Committee will be supported by the following non-voting resources:

- One Park Board Commissioner, appointed by the Board, to act as a liaison;
- One senior staff member, appointed by the General Manager, to act as the Committee Chair; and
- One additional staff member, appointed by the General Manager, to provide support and act as a resource for the Advisory Committee.

Term

In an effort to ensure the long-term stability of the Advisory Committee and the continuity of its work, membership shall be staggered. In 2010, four (4) members will be appointed for a one (1) year term and four (4) members for a two (2) year term; thereafter, all members will be appointed for a two (2) year term.

Members may stand for re-appointment at the conclusion of their term and may serve a maximum of three consecutive terms. After at least one year off the Advisory Committee, a past member may be considered for reappointment.

Vacated or unassigned seats can be filled throughout the year. The person appointed to fill a seat will retain the seat for the remainder of the term.

Remuneration

Membership on the Advisory Committee is voluntary and without remuneration. Members may, however, be reimbursed for expenses incurred as a result of carrying out the duties of the Advisory Committee provided that such expenditures have been pre-approved by the Chair.

Experts & Invited Guests

The Advisory Committee may from time to time require experts or other representatives to attend meetings as presenters, advisors, or observers because of their specialized knowledge or as part of another project mechanism. The Chair will approve such invitations in advance.

General Conduct

Meetings

- The Advisory Committee will meet six times annually with additional meetings at the call of the Chair.
- Meeting days and times will be established after consultation with Advisory Committee members.
- Members are expected to attend all meetings. If unable to attend, an alternate will not be required.
- If a member fails to attend three (3) consecutive Advisory Committee meetings, the Board may revoke the appointment unless such absence is authorized by the Advisory Committee.

Quorum

- A quorum of the Advisory Committee shall be a majority of the appointed members (50% plus 1).
- If quorum is not reached within 30 minutes of the designated starting time, the meeting will be adjourned to a day and time determined by the Chair.

Operation

- Copies of the agenda and meeting minutes will be circulated to Advisory Committee members in advance of all meetings.
- The Chair shall preside over all Advisory Committee meetings and provide instructions to all sub-committee Chairs. The Chair shall set meeting agendas in consultation with the Board liaison.
- A staff member will be responsible for keeping meeting minutes.
- The Advisory Committee has the authority to create sub-committees to explore and address specific issues and to report back to the Committee.

Accountability

- Advisory Committee members will be expected to declare any real, apparent, or perceived conflict of interest in matters/issues which may result in financial gain or personal benefit (and refrain from participating in the corresponding discussion).
- Advisory Committee members will be expected to maintain confidentiality in circumstances where confidential matters are subject to deliberation.
- Advisory Committee members will be expected to direct all media inquiries to the Committee Chair and the Board liaison.

Reporting Relationship & Communication

- The Advisory Committee will report through the Chair to the Services & Budgets Committee and then to the Board.

Decision-Making Process

- Members of the Advisory Committee shall strive for consensus when possible.
- In situations where consensus is not possible, members of the Advisory Committee shall verify their positions through a voting process.
- Each Advisory Committee member is entitled to one vote, with the exception of the non-voting members.
- In the event of a tie vote, the motion/initiative is defeated.

Termination

- Advisory Committee members may resign at any time with one month's written notice submitted to the Chair.
- The Board may at any time, by a majority vote of its members, revoke the appointment of an Advisory Committee member.

Amendments to the Terms of Reference

In the event that the Advisory Committee determines that the terms of reference or its membership are not appropriate, it will have the authority to recommend to the Board amendments to these Terms of Reference.

Review of the Advisory Committee

The General Manager and the Chair of the Board will review the Advisory Committee's mandate, activities, terms of reference, and relevance on a regular basis to ensure that it continues to meet ongoing needs. Recommendations for improvement will be considered on an ongoing basis. The Board retains the right to dissolve the Advisory Committee following any such review.