

Date: May 27, 2010



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
**SUBJECT: Marketing & Business Development Advisory
Committee – Terms of Reference**

RECOMMENDATION

THAT the Board approve the Terms of Reference for the Marketing & Business Development Advisory Committee attached as Appendix 1.

BACKGROUND

The Vancouver Park Board (Park Board), like many organizations, is facing significant budgetary pressures and challenges. This in turn is creating a need for the Park Board to expand existing revenue streams, generate alternative revenue streams, and improve parks and recreation services. In order to assist the Park Board to identify and assess new marketing, business development, and customer service opportunities, the Board approved the following motion on March 1, 2010:

“WHEREAS the City of Vancouver has world class recreation facilities, attractions, and parks;

WHEREAS the Vancouver Park Board is committed to maintaining and improving services, concessions, and attractions in our parks and recreation facilities;

WHEREAS the Vancouver Park Board has an opportunity to explore and pursue potential new, alternative, and innovative ways to increase visitation (by existing and new users) to its unique facilities and attractions;

WHEREAS the legacy venues that will remain after the completion of the 2010 Olympic Winter Olympic Games present a potential marketing and revenue-generating opportunity;

WHEREAS tremendous expertise exists within our community stakeholders, the City's tourism/hospitality industry, and environmental partners;

WHEREAS the Vancouver Park Board is committed to engaging community stakeholders and business partners, and soliciting their ideas, input, and creative energy;

THEREFORE BE IT RESOLVED that the Vancouver Park Board establish a Marketing & Business Development Advisory Committee, consisting of tourism/hospitality and marketing experts as well as Park Board stakeholders, for the purpose of assisting the Park Board to identify potential new marketing and business opportunities and improved parks and recreation services.”

In response to this motion, staff prepared a proposed Terms of Reference to guide the actions and conduct of the aforementioned Advisory Committee. On May 18, 2010, staff presented and discussed the proposed Terms of Reference with the Board’s Services and Budgets Committee. The Services and Budgets Committee provided positive feedback, and endorsed the Terms of Reference, subject to a few minor revisions. Staff has incorporated these revisions and the updated proposed Terms of Reference for the Advisory Committee is attached as Appendix 1.

DISCUSSION

The Marketing & Business Development Advisory Committee will be an eight member panel responsible for providing the Park Board with:

- Advice and recommendations regarding new revenue-generating opportunities and services; and
- Advice 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.

The complete terms of reference for this Advisory Committee, including a more detailed description of its objectives, structure, and general code of conduct, is provided in Appendix 1.

Administration

The Advisory Committee will be composed of up to eight voting members appointed by the Board. Committee members will be chosen to provide expert advice and insight from a broad range of industry sectors. The selection criteria for Advisory Committee members will include:

- Knowledge;
- Experience;

- Leadership; and
- Personal attributes.

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.

Budget

Membership on the Advisory Committee will be voluntary and without remuneration.

Timeline

It is anticipated that the Advisory Committee will be established in July 2010, and will continue for as long as its mandate and activities remain relevant. Specific details pertaining to committee review and improvement processes are included in Appendix 1.

SUMMARY

On March 1, 2010, the Board approved a motion to establish a Marketing & Business Development Advisory Committee. This report outlines the Advisory Committee's purpose, role, objectives, membership, and general code of conduct related to providing the Park Board with expert advice and input on key initiatives/issues related to marketing, business development, and customer service.

The proposed Terms of Reference were endorsed by the Board's Services and Budgets Committee on May 18, 2010.

Prepared by:

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