



## **Audience Engagement Committee**

### Terms of Reference

#### **Purpose of the Audience Engagement Committee**

The purpose of the Audience Engagement Committee is to support the Audience Engagement Manager in implementing the site's interpretive plan. Committee members consider, evaluate and make recommendations to the Gulf of Georgia Cannery Society (GOGCS) Board of Directors on major proposed initiatives and undertakings relating to programs, events, exhibits, membership, and volunteer involvement at the Gulf of Georgia National Historic Site. The committee collaborates with the Collections Committee and the Membership Committees report to this committee.

#### **Committee Members**

1. Members of the Committee include up to six members of the Society (including a minimum of one representative from the Society's Board of Directors).
2. A Committee member, who also sits on the Society's Board of Directors, serves as Chair of the Committee.
3. Informational members of the Committee include a representative of Parks Canada to be appointed by the Society's Parks Canada liaison, Marketing and Visitor Services Manager, and the Audience Engagement Manager, and Collections Manager. These members serve as a resource and in making recommendations to the committee. Other society staff may be invited to serve as information members when appropriate.
4. Additional informational members of the committee may include representatives from the audiences of the GOGCS including but not limited to: volunteers, local Steveston community, Aboriginal groups, Steveston Harbour Authority, Steveston Merchants' Association, and other emerging audiences identified by the GOGCS.

#### **Meetings**

1. The Audience Engagement Committee meets prior to each board meeting, unless otherwise required, at a time and location agreed upon by the Audience Engagement committee members.
2. Additional meetings may be called if deemed necessary by the Society Audience Engagement Manager and the Committee Chair.

#### **Member Duties**

The Audience Engagement Manager:

- Works with the Committee Chair to create and distribute the agenda for each meeting at least 3 days prior to the meeting
- Ensures that all committee members are provided written material to be reviewed at least 3 days prior to the meeting
- Records minutes of each meeting
- Distributes minutes to each committee member within 3 days after a meeting
- Liaises with the Committee Chair in determining if an additional meeting is required and sends notification of additional meetings to other Committee members.

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The Committee Chair:

- Presents a summary report of the Committee meeting to the Board of Directors at the subsequent Board of Directors meeting,
- Puts forward motions to the Board of Directors on any Committee recommendations which require a general vote.

#### **Objectives**

- Assists the Audience Engagement Manager with the development, , and evaluation of audience engagement initiatives that meet the site's interpretative plan.
- Assists the Audience Engagement Manager with identifying existing and potential partners and funding opportunities.
- Facilitates interactions with partners and funders.

#### **Operation of the Audience Engagement Committee**

1. Quorum for meetings of the Audience Engagement Committee consists of half the informational and committee members plus one (including one member of the Board), and the Audience Engagement Manager.
2. The Audience Engagement Committee makes decisions by consensus. All consensus decisions of the Audience Engagement Committee are deemed to be recommendations to both the Society Board of Directors and Parks Canada.
3. In general, the Audience Engagement Committee is guided by the recognized Canadian Standards of Museum Practice, the Gulf of Georgia Cannery Society's Strategic Plan, and the Gulf of Georgia Cannery National Historic Site of Canada Management Plan, including the Statement of Commemorative Intent.
4. Committee terms of reference are reviewed once every year.

Approved: March 10, 2016