



## **Promotions Committee Terms of Reference**

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### **Purpose**

The purpose of the Promotions Committee (the “Committee”) of the Board of Directors (the “Board”) of the British Columbia Blueberry Council (the “Council”) shall be to develop strategy and action plan to promote British Columbia’s blueberries.

### **Reporting structure**

This Committee reports to the Board. The Committee Chair provides a written/verbal report to each meeting of Board of Directors.

### **Committee Responsibilities**

Any promotion or marketing that may generate a sale of blueberries must be done generically, for the benefit of the blueberry industry generally and not favour any one grower, processor or packer. The Committee’s responsibilities shall include:

- Establishing domestic and international marketing and promotions strategy and plan (domestic and international)
- Advising and evaluating marketing and promotions activities of the Council
- Reviewing project proposals and contracts for services
- Advising and making recommendation to the Board on annual promotions budget
- Presenting written and verbal report at the Annual General Meeting
- Performing other duties as assigned by the Council

### **Powers**

- The Board may delegate any, but not all, of their powers [as per assigned responsibilities above] to committees consisting of such persons as they think.
- A committee so formed in the exercise of the powers so delegated must conform to any rules imposed on it by the Board.
- Chair (Director) must provide a written report of the committee’s activities at the earliest meeting of the Directors
- While a committee’s overall function is primarily advisory, it shall make recommendations to the Board, and in some cases decisions. The Board of Directors have the final decision on matters that require financial commitment and/or have substantial impact on the blueberry industry.

### **Composition**

- Committees shall be chaired by a Director.
- 5-7 member from diverse background in sales, marketing, promotions, trade and production and processing/packing blueberries.
- Membership set by the Board as they consider fit from time to time
- Membership on a committee is for a three-year term. Members on a Committee may be re-appointed for subsequent terms at discretion of the Board on review of recommendations by the Committee chair.
- An appointment of a member may be nullified in light of excessive absences from the committee meetings and/or other concerns (e.g. conflict of interest).

## **Meetings**

- The time and place, calling of meetings, and procedure to be determined by the Committee unless otherwise determined by the bylaws of the Council or by resolution of the Board of Directors.
- Committee members are required to attend all committee meetings, with an exception of any unforeseen circumstance. When unable to attend, notify the Committee Chair or Executive Director at the earliest convenience.

**Date Approved:** August 28, 2019