

O'KEEFE RANCH AND INTERIOR HERITAGE SOCIETY
BOARD POLICY MANUAL

Approved: Mar 2018

MARKETING COMMITTEE TERMS OF REFERENCE

1. PURPOSE (Description)

The Marketing Committee is a Standing Committee of the O'Keefe Ranch and Interior Heritage Society. The goals are to advance the O'Keefe Ranch objectives through the development of a sustainable year-round operation to educate and provide opportunities for community interaction on the site.

2. COMPOSITION (Membership)

A minimum of 2 board members will be appointed annually
Staff

The Marketing & Events Director

two – five community members with a background in marketing or special events

3. SCOPE AND AUTHORITY (Authority)

Committees exist to support the mandate of the Board and assist staff with implementing that mandate. Committees have NO authority over staff and should not provide direction to them. The President or designate is responsible for providing direction. Committees are advisory in nature and require Board approval for implementation of recommended policy and use of staff time or resources. Decisions or actions may be taken within approved policies.

4. MEETING ARRANGEMENTS

Committees will meet at least quarterly and more frequently as workload or board direction requires.

5. REPORTING

Minutes or record of discussions should be kept of all Committee meetings and shared with the board following their committee meeting.