



1. Goals

The Downtown PG Events & Promotions Committee is formed with the purpose of developing programs, including but not limited to entertainment, promotions and activities, to increase foot traffic to and awareness of businesses in the downtown core of Prince George (C1 Zone). The Committee provides recommendations to the Downtown PG Board of Directors (the “Board”) with regard to programs as well as related communication strategies, funding strategies and partnership opportunities.

2. Responsibilities

- Develop, schedule, execute and promote programs for the promotion of downtown businesses including but not limited to entertainment, shopping promotions and activities.
- Actively seek input from member businesses for event and promotion ideas.
- Provide recommendations to the Board for all such ideas and programs.
- Foster relationships with municipal staff and city council to expedite use of public space for Downtown PG programming.
- Develop and provide recommendations and reports to the Board for annual budgets and expenditure tracking.

3. Membership

- Committee members are appointed by the Board.
- Membership to the Committee is open to anyone; participation of downtown business, downtown property owners and municipal representatives is strongly encouraged.
- Committee will comprise no less than three (3) members and a maximum of eight (8).
- Members of the Committee will serve without remuneration other than reimbursement of expenses approved by the Committee incurred in the performance of Committee duties

4. Term of office

- Members appointed to the Committee shall be appointed for one (1) year term with all terms expiring at the organization’s Annual General Meeting; membership can be altered at any time by the Board.
- The Committee will elect/appoint a chair each year; the Chair must be a member of the Board.

5. Meetings

- Committee meetings are scheduled/called by the Chair and generally occur once a month.
- Each meeting shall be properly recorded by the taking of minutes.

6. Accountability

- The Chair reports to the Downtown PG Board of Directors.
- All expenditures of and recommendations by the Committee must be approved by the Board.
- Minutes of each meeting shall be circulated to all Committee members and others as deemed appropriate.
- The minutes shall be provided to the Board at the monthly Board meeting and shall serve as the Committee's report.

7. Review and Evaluation

This document will be reviewed as required.