



1. Goals

The Downtown PG Beautification Committee is formed with the purpose of developing Placemaking programs, with an eye to making the downtown core of Prince George (C1 Zone) a more attractive place to work, live, invest and visit. The Committee provides recommendations to the Downtown PG Board of Directors (the “Board”) with regard to short and long-term programs, funding strategies and partnership opportunities.

2. Responsibilities

- Develop and promote programs for the beautification of private property (commercial and residential) including but not limited to façade maintenance/improvements and graffiti mitigation.
- Develop and promote programs for the beautification of public spaces including but not limited to litter control, green space development, landscapes, art, streetscapes, furnishings, banners, seasonal décor, signage and graffiti mitigation.
- Research and provide recommendations to the Board for an overall vision for placemaking in Downtown PG.
- Research and provide recommendations to the Board for additional public and private sector funding sources.
- Foster relationships with municipal staff and city council to facilitate common beautification objectives for Downtown PG.
- Work with municipal staff and city council to promote City of PG programs including civic upgrades, tax incentive programs and grant funding.
- Develop and provide recommendations and reports to the Board for annual budgets and expenditure tracking.
- Act as the formal “Project Review Committee” to review and approve applications that meet the Façade Improvement Program Guidelines of Downtown PG.

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 non-budgeted expenditures by and recommendations of 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.