



**Downtown Prince George
Business Development Task Force**
Terms of Reference

1. Goals

To assist and advise the Downtown Prince George Board of Directors and Staff on matters related to the retention and attraction of business and development as well as marketing and civic advocacy to maximize economic development opportunities that benefit key stakeholders. Develop resources for business retention, attraction and development that increase downtown business occupancy, activities and population, with paralleled and complementary advocacy, funding, and operational strategies. Issues addressed include: neighbourhood safety, parking, retail and related sectoral attraction and engagement, civic infrastructure and placemaking.

2. Responsibilities

- Develop, schedule, execute and promote programs for the marketing of downtown including but not limited to business, retail and development attraction and retention.
- Seek input from member businesses by way of targeted and general outreach activities.
- Provide recommendations for collaborative partnerships with business, government, individuals or agencies for achieving mutual goals.
- Provide recommendations to the Board of Directors for all such ideas and programs that fall outside of the existing mandate or require approval under the Bylaws and/or Constitution.
- Foster relationships with municipal staff and city council to work collaboratively on projects around infrastructure, safety, incentives, accessibility and placemaking.
- Develop and provide recommendations and reports to the Board of Directors for annual budgets and expenditure tracking.
- Research and provide visually appealing, up-to-date business and market data for stakeholders.
- Assist in member engagement activities and stakeholder outreach as a component of program execution and to assist the Committee and organization as a whole in meeting its strategic goals.

3. Membership

- Committee members are appointed by the Board of Directors and/or by the Committee themselves.
- 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 ten (10).

- Members of the Committee will serve without remuneration other than reimbursement of expenses approved by the Committee and/or the Board of Directors incurred in the performance of Committee duties.

4. Term of Office

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

5. Meetings

- Committee meetings are scheduled/called by the Chair and will occur a minimum of six (6) times per calendar year.
- Each meeting shall be properly recorded by the taking of minutes and disseminated to the Committee as appropriate, and made available to the Board of Directors upon request or as part of a Committee Report for Board Meetings.

6. Accountability

- The Chair reports to the Downtown PG Board of Directors.
- All non-regular, non-budgeted and extraordinary expenditures of, and recommendations by, the Committee must be approved by the Board of Directors.

7. Review and Evaluation

This document will be reviewed as required.

Approved: March 8, 2017