

WHITESHELL MARKETING ORGANIZATION OPERATIONAL POLICY



MISSION STATEMENT:

To promote the Whiteshell as Manitoba's premier destination by showcasing its natural beauty, cultural heritage, and tourism opportunities. As a volunteer-driven, non-profit organization, we serve our members and visitors through impactful marketing that increases tourism and supports the region's growth and sustainability.

TITLE: Committee Policies and Procedures

POLICY #: 005

EFFECTIVE DATE: October 2025

REVIEW DATE: Annually

REVISION DATE: October 2025

SIGNATURE: _____

POLICY

This policy establishes the framework for the creation, operation, membership, and responsibilities of all standing and ad-hoc committees of the Whiteshell Marketing Organization (WMO) Board of Directors. The purpose is to ensure that committees function efficiently, align with the WMO's mission, and operate with clear accountability to the Board.

GUIDELINES

A. Establishment and Mandate

1. **Creation:** Committees may be established by a majority vote of the WMO Board of Directors.
2. **Standing vs. Ad-Hoc:**
 - **Standing Committees** are permanent committees focused on ongoing functions essential to the WMO (e.g., Marketing, Finance).
 - **Ad-Hoc Committees** are temporary committees formed to address a specific, short-term task or project (e.g., Annual Event Planning, Policy Review) and are dissolved upon completion of their mandate.
3. **Terms of Reference (TOR):** Every committee must have a Board-approved TOR that clearly defines its mandate, goals, duration (if ad-hoc), reporting structure, and specific authority limits.

B. Membership and Leadership

1. **Chair Selection:** The Chair of each committee shall be appointed by the Board of Directors, typically from the existing Board membership.
2. **Membership:** Committee members may include WMO Board members, WMO staff (where applicable), WMO members (business or non-profit), and non-member community volunteers, provided their inclusion is approved by the Board.
3. **Non-Board Members:** Non-Board members serving on a committee must adhere to all WMO confidentiality and ethical policies.
4. **Term Limits:** Committee appointments for non-Board members shall be for a defined term, typically one year, renewable upon review by the Chair and approval by the Board.

C. Responsibilities and Authority

1. **Advisory Role:** Committees are advisory bodies to the Board of Directors and do not have independent authority to create policy, commit WMO funds, or enter into contracts unless explicitly delegated in their TOR.
2. **Mission Alignment:** All committee activities must support the WMO's mission to promote the Whiteshell and increase tourism and regional growth.
3. **Reporting:** Committees must formally report their activities, progress, and recommendations to the Board of Directors at scheduled Board meetings, or as requested by the Board Chair.
4. **Documentation:** The committee Chair is responsible for ensuring that accurate minutes of all committee meetings are kept and submitted to the Board Secretary.

PROCEDURE

1. Committee Formation

- **Proposal:** A Board member identifies a need for a committee and submits a formal written proposal to the Board, including a draft TOR.
- **Approval:** The Board reviews the proposal and the draft TOR. Committee formation requires a majority vote of the Board.

2. Operation and Meetings

- **Scheduling:** The Committee Chair is responsible for scheduling all meetings and developing agendas.
- **Quorum:** The TOR will specify the minimum number of members required for a meeting to conduct official business (quorum).
- **Decision-Making:** Committee recommendations are determined by consensus or a simple majority vote of the members present at a properly constituted meeting.

3. Reporting and Review

- **Annual Review:** All Standing Committees and their TOR shall be reviewed annually by the Board to ensure continued relevance and effectiveness.
- **Final Report (Ad-Hoc):** Ad-Hoc Committees must submit a final report detailing their findings and recommendations upon completion of their mandate. The committee is formally dissolved by a Board resolution following the report's acceptance.
- **Policy Compliance:** The Board reserves the right to disband any committee that consistently fails to adhere to its approved TOR or the WMO's operational policies.