

**WINE GROWERS BRITISH COLUMBIA
ADVOCACY COMMITTEE TERMS OF REFERENCE
OCTOBER 2025**



TYPE

Member Committee supporting the work of the organization composed of mainly members at large with a link to the Board or Management through a certain number of seats.

PURPOSE

The purpose of the Advocacy Committee is to monitor member sentiment with respect to public policy and advocacy issues of importance.

ROLES & RESPONSIBILITIES

- Annually assess current and anticipated needs related to public policy and advocacy issues of importance for WGBC members.
- Provide input into WGBC advocacy priorities based on member feedback.
- Support WGBC advocacy initiatives as-needed (i.e. letter writing campaigns, member outreach).
- Review and assess communications to WGBC members with respect to the advocacy initiatives, including the communication contained on Wine Growers BC website and member portal.

CHAIR

- The Chair is a WGBC member winery representative.
- Annually after the election of the WGBC Board of Directors, the Board of Directors appoints Director representative(s) as Chair (and/or Vice Chair and/or Board Liaison), according to Director experience and interest, and, if necessary, to further the Board Chair succession plan.

ROLE & RESPONSIBILITIES OF THE CHAIR

- The Chair ensures that work is undertaken in a manner consistent with the organizational direction approved by the Board of Directors.
 - i. Focus meeting to legitimate business.
 - ii. Ensure deliberation is fair, open and thorough, but also efficient, timely, and orderly.
 - iii. Empowered to Chair meetings with all the commonly accepted power of that position (e.g. ruling, recognizing).

- The Chair reports to the Board of Directors and has no authority to speak or make decisions on behalf of the Committee and/or Board of Directors, unless explicitly authorized to do so under the circumstances.
- Should the Chair not be available, the Vice Chair and/or Board Liaison may fill the role and responsibilities of the Chair.

COMPOSITION AND CONDUCT

- The Chair appoints members from the WGBC membership annually according to experience and interest in the roles and responsibilities of the Committee.
- There shall be a minimum of six and a maximum of twelve committee members, including both Board Directors and Members at Large.
- Members are expected to be knowledgeable about current public policy, advocacy issues of importance for the BC wine industry and applicable government processes.
- The Board of Directors and Chair shall make best efforts to ensure diverse regional and size category representation.
- Membership is voluntary.
- Members are to act in the best interest of WGBC members and are required to sign (annually) and comply with the Board of Directors approved Code of Conduct.
- Any member missing two meetings without advising WGBC will be asked to step down.

MEMBERSHIP

The Advocacy Committee is comprised of:

- Josh Stewart, Arterra Wines Canada (L)
- Lauren Skinner Buksevics, Painted Rock Estate Winery (S)
- Mark Sheridan, Hester Creek Estate Winery (M)
- Michael Bartier, Bartier Bros. Vineyard & Winery (S)
- Paul Sawler, Dirty Laundry Winery (M)
- Vincent Ong, Andrew Peller Ltd (L)
- Member at Large
- Member at Large
- Member at Large
- Jeff Guignard, WGBC President & CEO (ex-officio)

MEETINGS

- Meetings will be held (in person or virtually) when called by the Chair, but no less than three times per year.
- Meeting quorum: Majority.
- The meeting agenda will be set by the Chair, with input from President/CEO, and provided to members in advance of the meeting. Agenda topics will relate only to business of the Committee and its specified goals and deliverables.
- Meeting minutes are to be circulated to Committee members, approved at the following Committee meeting and posted in the virtual WGBC Board Binder following each meeting.

DECISION MAKING & REPORTING

- The standing committee only has the authority to make recommendations to the Board of Directors.
- Any member with a potential conflict of interest shall declare such conflict when they are appointed or at the start of any meeting at which they may be conflicted for a topic for discussion. An individual will recuse themselves from any discussion when in conflict.
- Decisions are to be made by majority vote.
- Recommendations to Board of Directors through Chair.
- Reports to Board of Directors through Chair following each meeting.

RESOURCES

- Staff resources will be provided through the President and CEO.
- Members are responsible for their own expenses in relation to participating.

Terms of Reference Monitoring: Annually following WGBC AGM