

**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:

1. Josh Stewart, Arterra Wines Canada *interim chair*
2. Patrick O'Brien, Andrew Peller Ltd
3. Mark Sheridan, Hester Creek Estate Winery
4. Paul Sawler, Dirty Laundry Winery
5. Lauren Skinner Buksevics, Painted Rock Estate Winery
6. Michael Bartier, Bartier Bros. Vineyard & Winery
7. Christa Lee McWaters, Adegas on 45th Estate Winery
8. Christine Coletta, Okanagan Crush Pad Winery
9. Courtney Fosset, Domaine Artema Winery
10. 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