

WINE GROWERS BRITISH COLUMBIA
MARKETING & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE
2026



TYPE

Operational Committee directly supporting the work of WGBC management, composed primarily of Members at Large.

PURPOSE

The purpose of the Marketing and Communications Committee is to provide input on strategies and plans for positioning and marketing WGBC and its brand titles (i.e. Wines of BC).

ROLES & RESPONSIBILITIES

The Marketing and Communications Committee is responsible for ongoing review and recommendations to enhance the quality of WGBC marketing and communications programming.

- Provide strategic input into the annual Advocacy, Communications and Marketing Operations Plan.
- Provide direction to WGBC staff on marketing tactics to meet the desired objectives.
- Annually assess current and anticipated needs related to marketing and communications.
- Propose, as appropriate, changes in programming to better suits the needs of WGBC members while keeping the objectives top of mind.

CHAIR

- The committee will be co-chaired by the WGBC Marketing Director and Communications Director.

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 President & CEO who will update the Board of Directors on committee proceedings.

COMPOSITION AND CONDUCT

- The Chair appoints members from the membership annually according to experience and interest in the roles and responsibilities of the Committee.
- There shall be a minimum of six committee members, including Board of Directors and Members at Large.
- 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 Marketing and Communications Committee is comprised of:

- Lindsey White, Marketing Manager, Bartier Bros
- Stephanie Madryga, Marketing & Operations, JoieFarm
- Julia Blasl, Brand Manager, Quails' Gate Winery
- Lindsay Leathem, Co-op Program, Destination BC
- Lauren Skinner-Buksevics, Painted Rock
- Lara Lawson, Associate Brand Manager, Andrew Peller
- Jen Islaub, Arterra Wines Canada
- Jill Richardson, Membership Manager, CedarCreek Estate Winery
- Christle Pope, General Manager, Unsworth Vineyards

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 operational committee only has the authority to make recommendations to the WGBC staff.
- 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 President & CEO.
- Reports to Board of Directors through President & CEO 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 in January