

# GUIDELINES RE: STANDING COMMITTEE STRUCTURE

## BACKGROUND

In 2017, and in anticipation of gaining formal status as a not-for-profit charitable corporation, GTG's board undertook a broad review of overall Guild governance. This resulted in approving, on a trial basis, significant changes to the board structure itself, and with it, a proposed new standing committee structure. Essentially, where entire "portfolios" had previously been the sole responsibility of one individual board member (e.g. Patrons Officer, Public Relations Officer), identified areas of responsibility were instead assigned to six committees, with the composition of each committee to include three board members plus one or more additional GTG members.

The goals of the new committee structure were multi-fold: (i) where possible, to distribute the workload among committee members, rather than have it all fall to one person; (ii) to ensure that the work would continue to get done should any committee member become unable to continue; and (iii) to aid in "succession planning" by creating opportunities within committees for more senior board members to mentor junior board members, or for board members to mentor GTG members who may become board members in the future.

Full details regarding the new board structure are found in Section 4 of the GTG by-laws. For our purposes here, it is sufficient to state that the present board includes eleven (11) directors, namely: President; Vice-President Operations (VPO); Vice-President Artistic (VPA); Secretary; Treasurer; and six (6) Members-At-Large (identified and distinguished from one another in these Guidelines as MAL1 to MAL6).

While the establishment and operation of standing committees is covered in general terms in Section 6 of the by-laws, specific details regarding the actual committees themselves are not included there. This is by design. Instead, by putting that information in these Guidelines, any future change to the standing committee structure will require only a simple board resolution, as opposed to a by-law amendment.

The six current standing committees, with their suggested composition (including Member-At-Large assignments) and areas of responsibility, are presented below.

## 1 – SEASON PLANNING AND OVERSIGHT COMMITTEE

### 1.1 Suggested Composition and Current Member-At-Large Assignment

VPA (Chair)  
Secretary  
1 Member-At-Large: MAL 1  
1 – 2 additional GTG members

### 1.2 Areas of Responsibility

The Committee is expected to:

- (a) oversee the current Guild season, including mentoring and holding accountable the productions' Directors and Producers;

- (b) through the Play Reading Subcommittee (see 1.3 below), consider and identify promising future plays;
- (c) invite and consider proposals from prospective Directors for future productions; and
- (d) develop a proposal for the next season (including Directors and Producers), and bring it to the board for approval.

### 1.3 Suggested Composition of the Play Reading Subcommittee

VPA  
 1 Member-At-Large: MAL 2  
 3 – 4 additional GTG members  
 (Chair to be chosen by Subcommittee)

## **2 – EDUCATION AND OUTREACH COMMITTEE**

### 2.1 Suggested Composition and Current Member-At-Large Assignment

2 Members-At-Large: MAL 3 (Chair) and MAL 4  
 VPA  
 1 – 2 additional GTG members

### 2.2 Areas of Responsibility

The Committee is expected to:

- (a) plan and oversee workshops and other special events in and for the wider community;
- (b) raise the Guild's profile via presentations at service clubs, schools, etc.;
- (c) create and mentor a GTG Youth Group; and
- (d) explore mutually beneficial links with other local theatre programs/groups.

## **3 – FACILITIES AND PROPERTIES COMMITTEE**

### 3.1 Suggested Composition and Current Member-At-Large Assignment

2 Members-At-Large: MAL 1 (Chair) and MAL 3  
 President  
 1 – 2 additional GTG members

### 3.2 Areas of Responsibility

The Committee is expected to:

- (a) oversee arrangements for performance, rehearsal, set-building and property storage facilities;

- (b) organize and maintain up-to-date properties inventory, and dispose of surplus or unwanted properties;
- (c) build and maintain relationships with facilities managers and staff;
- (d) represent GTG in identifying and resolving any facilities-related issues; and
- (e) explore opportunities for more suitable facilities or improving existing facilities.

#### **4 – COMMUNICATION AND CLIENT SERVICES COMMITTEE**

##### **4.1 Suggested Composition and Current Member-At-Large Assignment**

VPO (Chair)  
 2 Members-At-Large: MAL 5 and MAL 2  
 1 – 2 additional GTG members

##### **4.2 Areas of Responsibility**

The Committee is expected to:

- (a) maintain an up-to-date GTG contact database;
- (b) distribute the annual season brochure, by mail and e-mail;
- (c) send mass e-mails, as required or requested;
- (d) conduct annual patron and Flex-Pass subscription drives;
- (e) with each show Producer, co-ordinate ticket reservations (by website, e-mail and telephone);
- (f) build and maintain relationships with subscribers, patrons and donors; and
- (g) arrange receptions and social functions, as needed.

#### **5 – MARKETING AND SPONSORSHIP COMMITTEE**

##### **5.1 Suggested Composition and Current Member-At-Large Assignment**

1 Member-At-Large: MAL 6 (Chair)  
 VPO  
 Treasurer  
 1 – 2 additional GTG members

## 5.2 Areas of Responsibility

The Committee is expected to:

- (a) oversee the design and production of the annual season brochure and show programmes;
- (b) provide press releases, as required or requested;
- (c) maintain and administer the GTG website and social media links;
- (d) build and maintain relationships with sponsors and advertisers;
- (e) procure season contracts, and season or individual show sponsors and programme ads; and
- (f) assist show Producers and Directors with publicity and marketing (including posters, and radio and print ads).

## **6 – MEMBERSHIP AND VOLUNTEERS COMMITTEE**

### 6.1 Suggested Composition and Current Member-At-Large Assignment

2 Members\_At-Large: MAL 5 (Chair) and MAL 4  
Treasurer  
1 – 2 additional GTG members

### 6.2 Areas of Responsibility

The Committee is expected to:

- (a) register Guild members and issue annual membership cards;
- (b) ensure all production participants are paid-up members;
- (c) promote the benefits of GTG membership in the wider community;
- (d) recruit volunteers and maintain an active volunteers list;
- (e) assist show Producers in finding volunteers for their productions; and
- (f) acknowledge and thank volunteers.

## **NOTES**

The following notes are intended to provide some context and insight on the thinking behind GTG's standing committee structure, and should be considered when any changes are contemplated.

1. The standing committee structure outlined above was consciously designed to reflect a natural balance between the Guild's creative/artistic endeavors and day-to-day/operational activities (as seen in the areas of responsibility for the first three and last three committees, respectively).
2. In establishing the composition of the various committees, the following three principles were employed (and hopefully can be continued) in order that the workload is equitably distributed:
  - (a) every board member should serve on at least one (1) standing committee;
  - (b) no board member should serve on more than two (2) standing committees; and
  - (c) no board member should chair more than one (1) standing committee.
3. Obviously, assigning specific board members to committees is something that can be expected to vary somewhat from year to year, depending on individual strengths and preferences, and certainly on the overall number of Members-At-Large available. Still, there is a clear logic to at least some of the "inter-committee links" suggested in the above committee compositions. For example:
  - (a) Because performance, rehearsal and set-building space are all critical to the success of the GTG season, it makes sense that the Chair of the Facilities and Properties Committee (MAL1) would also serve on the Season Planning and Oversight Committee.
  - (b) The VPO chairs the Communication and Client Services Committee and also serves on the Marketing and Sponsorship Committee. This facilitates both a seamless connection between the design/production and distribution aspects of the season brochure, and consistency of content in show posters/ads and mass promotional e-mails.
  - (c) One individual needs to be solely responsible for ensuring that GTG's primary contact database remains active and up-to-date. If that person (MAL5) is both a member of the Communication and Client Services Committee and chair of the Membership and Volunteers Committee, she/he can readily communicate with any stakeholder group (Guild members, Flex-Pass subscribers, patrons, volunteers, etc.).

## **UPDATES OR VARIATIONS IN STANDING COMMITTEE STRUCTURE**

Future updates or variations in GTG's standing committee structure shall be in accordance with the by-laws, and will require approval by board resolution.

## **APPROVED BY BOARD RESOLUTION**

Date: mm/dd/yyyy

## APPENDIX: STANDING COMMITTEE SUMMARY TABLE

<b>Committee</b>	<b>Areas of Responsibility</b>	<b>Membership</b>
Season Planning & Oversight	<ul style="list-style-type: none"> <li>-oversee the current season, including mentoring and holding accountable production Directors and Producers</li> <li>-through the Play Reading Subcommittee, consider and identify promising future plays</li> <li>-invite and consider proposals from prospective Directors for future productions</li> <li>-develop a proposal for the coming season and bring to the board for approval</li> </ul>	VPA (Chair) MAL 1 Secretary + 1-2 GTG members
Education & Outreach	<ul style="list-style-type: none"> <li>-plan and oversee workshops and other special events in and for the wider community</li> <li>-raise the Guild's profile via presentations at service clubs, schools, etc.</li> <li>-create and mentor a GTG Youth Group</li> <li>-explore mutually beneficial links with other local theatre programs/groups</li> </ul>	MAL 3 (Chair) MAL 4 (Youth?) VPA + 1-2 GTG members
Facilities & Properties	<ul style="list-style-type: none"> <li>-oversee arrangements for performance, rehearsal, set-building, and property storage facilities</li> <li>-maintain up-to-date properties inventory and ensure appropriate storage</li> <li>-build/maintain relationships with facilities operators and staff</li> <li>-represent GTG in identifying and resolving facilities issues</li> <li>-explore opportunities for more suitable facilities or improving existing facilities</li> </ul>	MAL 1 (Chair) MAL 3 President + 1-2 GTG members
Communication & Client Services	<ul style="list-style-type: none"> <li>-maintain up-to-date GTG databases</li> <li>-distribute the annual season brochure (mail/e-mail)</li> <li>-send mass e-mails, as required or requested</li> <li>-conduct annual patron and Flex-Pass subscription drives</li> <li>-with each show Producer, co-ordinate ticket reservations (by website, e-mail and telephone)</li> <li>-build and maintain relationships with subscribers, patrons and donors</li> <li>-arrange receptions and social functions, as needed</li> </ul>	VPO (Chair) MAL 5 MAL 2 + 1-2 GTG members
Marketing & Sponsorship	<ul style="list-style-type: none"> <li>-oversee the design and production of annual season brochures and show programmes</li> <li>-provide press releases, as required or requested</li> <li>-maintain and administer GTG's website and social media links</li> <li>-build and maintain relationships with sponsors and advertisers</li> <li>-procure season contracts, and season or individual show sponsors and programme ads</li> <li>-assist show Producers and Directors with publicity and marketing (including posters, and radio and print ads)</li> </ul>	MAL 6 (Chair) VPO Treasurer + 1-2 GTG members
Membership & Volunteers	<ul style="list-style-type: none"> <li>-register members and issue membership cards</li> <li>-ensure production participants are paid-up members</li> <li>-promote benefits of membership in the wider community</li> <li>-recruit volunteers and maintain an active volunteers list</li> <li>-assist show Producers in finding volunteers for their productions</li> <li>-acknowledge and thank volunteers</li> </ul>	MAL 5 (Chair) MAL 4 Treasurer + 1-2 GTG members