

Waterloo Region Small Business Centre

Terms of Reference SB Advisory Committee

(Revised November 2021)

Mandate

The Waterloo Region Small Business Centre (WRSBC) Advisory Committee is a collaboration between municipal partners and community volunteers. The committee helps position the WRSBC for success by providing staff with strategic feedback and advice and by acting as ambassadors and advocates for the organization.

Responsibilities

- Review and provide feedback on the WRSBC strategic initiatives, including annual business plans.
- Review and provide feedback on the WRSBC financial goals and strategies.
- Identify emerging economic conditions/ trends/ niche markets to assist in shaping WRSBC services and programs.
- Advise staff regarding the alignment of WRSBC work with local/regional economic development work and strategies.
- Advise staff about marketing plans and initiatives that may align with WRSBC services (e.g., events, tradeshow, market research information).
- Assist in developing key partnerships to advance WRSBC services (e.g., Economic Development Departments, Communitech, Chambers of Commerce, BIA's, other municipalities, the Province).
- Propose programs that enhance and grow the local small business sector in a sustainable way.

Composition

The Waterloo Region Small Business Centre (WRSBC) Advisory Committee is a collaboration between SBC staff, municipal partners, and community volunteers. Membership includes:

- One representative from each of the municipal funding partners. The Economic Development Director or a delegate.
- No more than one representative from each of the following 13 sectors (members of the community-at-large):
 - Technology
 - Food and Hospitality
 - Manufacturing
 - Health Sciences
 - Education
 - Finance/Accounting
 - Marketing
 - Agri-business
 - Arts/Culture
 - Main Street Retail
 - Non-profit
 - Personal and Professional Services
 - Post-Secondary Student
- WRSBC staff including the Manager and a committee administrator

Community-at-large members will be selected based on their qualifications as outlined in their application. For members applying for an additional term, past committee involvement (including attendance) will be considered, but placement is not guaranteed.

Terms

- The term for each **funding municipal partner** will coincide with the term of their financial contribution to the Waterloo Region SBC.
- The term for the **members of the community-at-large** except for the post-secondary student position is three (3) years. Members of the community-at-large may reapply for up to one additional term.
- The term for the member of the community-at-large **post-secondary student position** is one (1) year. The post-secondary student member may reapply for up to two (2) additional terms provided they still meet the criteria to represent post-secondary students. If the individual no longer meets the criteria for the post-secondary position they may apply for a different community-at-large position.
- After a three (3) year break in service, a previous member of the community-at-large may reapply.

Meetings

- Meetings will be held 6 times a year on the 3rd Wednesday of the month.
- Members of the community-at-large missing three (3) consecutive meetings without prior approval may be removed and/or asked to step down from the committee.
- The Chair and Alternate Chair will work in consultation with the Manager of Waterloo Region SBC to set the meeting agenda.
- Meetings are led by the Chair. The Alternate Chair will fill the role of Chair if the Chair is unable to attend a meeting

Minutes

Minutes will be kept by the committee administrator who will distribute the minutes to all members.

Ad-hoc Meetings and/or Sub Committees

Ad-hoc meetings and/or sub-committees are formed if necessary and are related to a specific SBC project, program, or initiative. Ad-hoc meetings or sub-committees are comprised of SB Advisory Committee members and may also include non-members who are experts in a particular area. Non-members may be invited to attend advisory committee meetings to assist with presenting information, answering questions, and providing additional details. Non-members cannot participate in any decision-making. Sub-committees will be reviewed annually.

Selection of Chair and Alternate Chair

At the first advisory committee meeting of the year, the advisory committee will select two members to fill the position of Chair and Alternate Chair for the following calendar year. The Chair and Alternate Chair is selected from the community members at large. The Chair and Alternate Chair can be selected for a maximum of three (3) consecutive years unless otherwise determined by the Advisory Committee.

Quorum

The quorum for the meeting is defined at 50% of voting members of the committee

Confidentiality

Members will agree not to disclose, utilize or benefit from any confidential information about the City, staff, patrons, participants, or the public, or any other personal information collected as part of their role as an SB Advisory Committee member. All members must sign a confidentiality document prepared by the City of Kitchener.

Conflicts of Interest

Members will advise of any situation that could potentially be a conflict of interest. The Advisory Committee determines on a case-by-case basis whether a conflict of interest exists. Members who are determined to have a conflict of interest will not vote on related matters. All members must sign a conflict of interest document prepared by the City of Kitchener.

Reporting

The committee reports to the Manager, WRSBC.

Review

The terms of reference will be reviewed at least once every three (3) years and updated as required.