

Central Okanagan Music Strategy Music Action Committee (MAC) Terms of Reference

Introduction

The 2021 Central Okanagan Music Strategy (COMS) was a community led initiative to create a music strategy for the Central Okanagan area, encompassing the communities of Lake Country, Kelowna, West Kelowna, Westbank First Nation and Syilx/Okanagan territory and Peachland. The objective of the music strategy was to advance the sustainability of the local music industry by:

- Connecting people with similar interests so they can engage in collective action
- Developing community support for music
- Increasing support of live music
- Creating an understanding of the current music landscape
- Setting priorities for the future development of music in the Central Okanagan.

One of the recommendations of the COMS was to maintain the momentum generated by the process and build a strong network of support through continued partnerships and relationship building. A key first step would be to establish a Music Action Committee.

Objective

The Music Action Committee's will be an action oriented group committed to the implementation of COMS. Their mandate is to

1. Champion the music strategy
2. Guide the strategy implementation
3. Measure and share results/progress
4. Adjust/Add goals as required is to implement the strategy

Scope of work

To achieve this objective, as a member of the Music Action Committee, you must be willing to:

- become familiar with and understand the Central Okanagan Music Strategy and Central Okanagan Music Industry Profile;
- work towards consensus on all decisions facing the group;
- assist in establishing an Advisory Group to support MAC;
- in coordination with Creative Okanagan, assist in applying and reporting for funding;
- in coordination with Creative Okanagan, recruit and manage volunteers and consultants to support working groups as required;
- participate on at least one working group;
- engage in dialogue with the Advisory Group, other stakeholders and community members;

Membership

The Music Action Committee (MAC) will consist of up to 7 members in total with a minimum of one member from the Creative Okanagan Board of Directors. Additional members or working groups may be utilized by MAC to meet objectives.

This is a working group. In addition to Advisory Group and working group meetings, the MAC will meet at minimum once a month. Membership duration is expected to be a minimum of two years.

Budget

The operation of the MAC will be funded primarily through grant funding, sponsorships and fundraising received through Creative Okanagan. No remuneration will be provided for involvement in the MAC, except at the approval and discretion of the Creative Okanagan Board of Directors.

Roles

Members who were involved in the development of the COMS, and will continue supporting the MAC are:

- Craig Siemens - Chair, C.O. Board Member
 - Prepare agendas, send out agenda, send meeting reminders, track and report progress of projects and working groups.
- Karma Lacoff Nieoczym - Treasurer - C.O. Executive & Creative Director
 - Track budget and funding use, ensure invoices are paid in a timely manner, provide updates on financial position of project, ensure commitments do not exceed available resources, ensure compliance with funder requirements and prepare contracts for review by Creative Okanagan Board
- Nicole Cantley - Secretary, City of Kelowna liaison
 - Record meeting minutes and distribute, manage shared document storage.
- Kris Hargrave - Consultant

Additional roles that could be added include: public relations, community outreach and data management.

Impartiality

The MAC's role is to act in the best interest of the music ecosystem in the Central Okanagan. Individual members will act objectively and impartially in carrying out their responsibilities. They are also encouraged to actively participate in engagement activities in order to share personal views or strategies that advance their own personal or organizations' interests.

Confidentiality

From time to time, MAC members will be required to keep information confidential, until such a time that the information is ready to be shared publicly.

The identity of MAC members will be disclosed in public documents including, but not limited to, having their name and photograph published as a member of the MAC.

Comments in Public or to the Media

Creative Okanagan must consent to all press releases and key messaging.

When speaking to the public about the Music Strategy, MAC members must distinguish whether they are speaking as a member of the MAC, representative of their agency or community group, or as an individual. MAC members need to convey the public interest.

Should MAC members be contacted by the Media regarding the Music Strategy, they can speak as a representative of their agency or community group, or as an individual. Media inquiries relating to other organizations, agencies or community groups should be directed to the respective group. No MAC member shall speak on behalf of another agency.