

Volunteer Management Program for Event Committee Volunteers

The Board of Directors, Management, and Staff acknowledge and support the vital role of volunteers in achieving the organizations mission. Volunteering is a privilege, and not a right. As such, guidelines and expectations of our staff and volunteers need to be defined. This document forms the basis for our volunteer expectations.

The purpose of this document is to provide overall guidance and direction to staff and volunteers. These terms are intended for internal use only, and do not constitute, either implicitly or explicitly, a binding contractual or personnel agreement. Exhibition Park reserves the exclusive right to change any of these terms at any time and to expect adherence to the changed term(s).

Areas not specifically covered by these terms shall be determined by the General Manager.

Organizational Structure

The Board of Directors for Exhibition Park is a Governance Board, and therefore, does not get involved in issues that are considered operational or managerial. The Board hires one staff member, the General Manager (GM). The GM, in turn, hires the rest of his staff.

Event Committees report to the General Manager. Specifically, we match individual members of each event committee to individual staff members. For example, the chair of the committee is matched with the General Manager; the committee member working on sponsorships liaisons with the Marketing Manager, etc. It is through this line of communication that interaction between our staff and volunteers occur.

Lines of communication should operate in both directions. Volunteers should be consulted regarding decisions which would substantially affect their committee roles.

Definition of a Volunteer

A “volunteer” is anyone who, without compensation or expectation of compensation beyond reimbursement, performs a task at the direction of, and on behalf of, Exhibition Park.

A “volunteer” must be officially accepted and enrolled with Exhibition Park prior to the performance of the task. Unless specifically stated, volunteers are not considered “employees” of Exhibition Park. However, volunteers are encouraged to become members of Exhibition Park, as defined by our “Membership Criteria”.

Recruitment

Volunteers shall be recruited by Exhibition Park on a pro-active basis, with the intent of broadening and expanding the volunteer involvement of the community. Volunteer recruitment efforts will target broad community involvement, ensuring representation of majority and minority populations and client groups.

All volunteers must fill out a “Volunteer Application Form”. Before a volunteer may begin, the application must be approved by the General Manager. A volunteer may begin immediately upon approval of their application. Volunteers who are younger than 18 years of age must submit written consent from their parent or guardian prior to volunteering.

Probationary Period

All volunteer placements with our event committees shall initially be done on a 3 month trial period. At the end of this period, either party may request to: (a) continue with the current placement, (b) be re-assigned to a different placement, or (c) discontinue to volunteer with Exhibition Park.

Representation of Exhibition Park

Prior to any action or statement which might significantly affect, or obligate Exhibition Park, volunteers should seek prior consultation and approval from the appropriate staff. These actions may include, but are not limited to, public or private statements to the media, politicians, clients, or any group we are contractually obligated to. Volunteers are authorized to act as representatives of the agency as specifically indicated with their job descriptions. All actions of our volunteers should reflect positively on Exhibition Park.

Confidentiality

Volunteers are responsible for maintaining the confidentiality of all proprietary or privileged information to which they are exposed while serving as a volunteer, whether this information involves a single staff, volunteer, client, or other person or involves overall business of Exhibition Park.

Monetary Commitments

No committee member has the authority to obligate Exhibition Park, either verbally or via a signed contract, to any monetary commitment outside of what the budget allows for, without the expressed consent of management.

Expenses that are budgeted for can be spent. However, those purchases should be made by a staff member of Exhibition Park. In the instance where our staff is unable to make the purchase, the committee member must receive prior approval from either the Trade Show Coordinator or a member of the management team before the purchase is made.



Volunteer/Staff Relationships

Volunteers play a key role in implementing the vision and mission of Exhibition Park and our programs. Volunteers and staff have a complimentary role to play. Since individual staff are in a better position to determine the requirements of their work and their own abilities, no volunteer will be assigned work without the consent of that staff person. Since volunteers are considered a valuable resource in performing the agency's work, staff are encouraged to seriously consider creative ways in which volunteers might be of service.

The nature of volunteerism implies certain differences from staff. One of those differences is the freedom volunteers have to accept or refuse any given assignment.

General Committee Roles

- ✓ To report information/progress on specific areas to the committee on behalf of their staff liaison (i.e., Report that Lorne has booked all the advertising)
- ✓ Brainstorm ideas for new exhibitors, promotions, new advertising, etc. Then to report these ideas back to the staff liaison.
- ✓ Make recommendations/suggestions for the show based on their industry experience
- ✓ Based on industry experience, review avenues for increasing show revenue
- ✓ Submits any budget changes, through the chair, to the GM
- ✓ Any correspondence (letters, meetings, etc) must involve the staff liaison.
- ✓ Act as an advisory body, versus an organizational body, for the event.
- ✓ Recruit/suggest new volunteers for vacant positions.
- ✓ Because of the time commitment and expected work load, individuals may only volunteer for one event committee per year.

Specific Committee Roles

Chairperson (2 years)

- ✓ Chairs all regular and special meetings of the committee
- ✓ Reviews agenda, suggests additions/deletions to agenda, prior to meeting
- ✓ Reviews minutes prior to their circulation
- ✓ Ensures committee members are completing assigned roles and responsibilities
- ✓ Liaises with the General Manager on issues like budget, committee dynamics, show direction, etc.
- ✓ Upon request of the General Manager, performs media interviews.
- ✓ Attends Board Event Committee meeting
- ✓ Provides Event Coordinator with a list of any supplies/admin support needed for the upcoming show
- ✓ Ensure that each committee member has filled out a volunteer registration form, or updated their registration form, at the beginning of each year.

Vice Chair (2 years)

- ✓ In the absence of the chairperson, conducts meetings and assumes their responsibilities.
- ✓ Moves into chairperson role after two years

Advertising/Signage (1 year or more)

- ✓ Liaises with the Special Event Coordinator (SEC).
- ✓ Provides input on SEC's advertising strategy/plan for the event.
- ✓ Informs SEC of any new trends in the industry which may affect the advertising
- ✓ Reports to the committee
- ✓ Proof reads booklets and offers suggestions on layout of booklets.
- ✓ Takes request(s) for signage needs from the committee members.

Spacing/Layout (1 year or more)

- ✓ Liaises with the Trade Show Coordinator
- ✓ Contributes ideas to the Trade Show Coordinator on the layout of the booth space (maps)
- ✓ Provides input on the move in/move out times
- ✓ Upon request of the Trade Show Coordinator, proof reads exhibitor mail outs (contracts, confirmation packages, exhibitors kits, etc).
- ✓ Reviews new exhibitor's applications with Trade Show Coordinator.
- ✓ Provides opinion, based on show criteria, as to why a new exhibitor should or should not be accepted.
- ✓ Works with Trade Show Coordinator on spacing of the exhibitors. Helps to ensure that competitors aren't spaced together, high sales volume exhibitors don't block aisles, etc. In addition, provides industry information which may affect spacing.
- ✓ Suggests and helps solicit new and past exhibitors into the show
- ✓ Solicits feedback from exhibitors regarding the show

Promotions (1 year or more)

- ✓ Liaises with Special Events Coordinator (SEC).
- ✓ Items like Fashion Shows, Booth Awards, Aggie Days, Women in Agriculture, Demonstrations, Seminars/Guest Speakers, FM Events, etc.
- ✓ After consulting with SEC, arranges judges, awards, speakers, demonstrators, etc
- ✓ Provides SEC with A/V needs, equipment needs
- ✓ Develops a contact list of exhibitors, demonstrators, guest speakers, etc.
- ✓ Reviews, with SEC, any contracts which need to be sent out for booth space.
- ✓ Works with SEC on spacing of exhibitors for special events

Sponsorships (1 year or more)

- ✓ Liaises with Marketing Manager
- ✓ Forwards suggested changes/revisions to past sponsorship packages. Or, provides suggestions on new sponsorship packages
- ✓ Develops a list of businesses to ask for sponsorship. Reviews list with Marketing Manager.
- ✓ For sponsorships that are less than \$500, the committee is responsible for soliciting. Sponsorships more than \$500 must involve the Marketing Manager.

Operations (1 year or more)

- ✓ Liaises with Operations Manager
- ✓ Works with Operations Manager for booking equipment needed for show
- ✓ Brings forward any concerns regarding infrastructure concerns
- ✓ When needed, arranges for volunteers to assist in set up of special displays, provide input on move-in/move-out schedule, etc.

General Volunteers (maximum 2 years)

- ✓ General volunteers have no specific assigned role (i.e., sponsorships).
- ✓ May be a maximum of 4 “General Volunteers” per committee
- ✓ General volunteers need to assume a specific role after 2 years
- ✓ Duties may be assigned by committee chair, but typically these kinds of volunteers are initially available for their industry knowledge and input

Show Specific Events

These committee roles are in addition to those listed above.

Seed Fair

- ✓ Liaises with the Trade Show Coordinator
- ✓ Determines the appropriate classes
- ✓ Gives suggestions on new sponsors, and helps contact them.
- ✓ Receives entries and places them in display (including filling seed trays)
- ✓ Arranges for judges and co-ordinates judging
- ✓ Set-Up and take down of seed displays and theme displays
- ✓ With EP food service provider, arranges awards banquet
- ✓ With Trade Show Coordinator, orders appropriate plaques

Bull Sale & Livestock Congress

- ✓ Liaises with the Trade Show Coordinator
- ✓ Determines the appropriate classes
- ✓ Provides Trade show coordinator with contract changes and solicits and receive entries
- ✓ Arrange for judges & coordinates the judging
- ✓ Determine stall set up/show ring location
- ✓ Liaises with Operations Manager on equipment needs.
- ✓ Provides suggestions on new sponsors and helps contact them.

Rodeo

- ✓ Liaises with the Special Events Coordinator
- ✓ Arranges for volunteers to work in the rodeo arena, sell show guides, etc.
- ✓ Arranges for a stock contractor, rodeo clown, and other entertainment during rodeo
- ✓ Determines order of rodeo events

Hobby World

- ✓ Sets classes for show
- ✓ Solicits sponsors, as defined above
- ✓ Arranges for volunteers who can receive entries, set-up displays, do demonstrations, etc.
- ✓ Proof read booklets
- ✓ Solicit judges

Staff Roles

Ultimately, staff is responsible for the success and failures of any show. As such, staff have the final authority on all decisions relating to the show. The below duties are more general in nature, and not meant to limit the staff's roles.

Committee members should assume that any duties not listed as a specific committee role is the responsibility of the staff member working on the show.

The roles of the staff include:

- ✓ Seek feedback from the committee on new advertising opportunities, promotions, new exhibitors, spacing, etc. (need to define). The staff member evaluates ideas, modifies or refines them, decides what is feasible, and reports back to the committee liaison on what decision has been made
- ✓ Prepare the budget, with feedback from chair, and inform the committee chair of approved targets.
- ✓ Manages media, customer relationships, prepare budgets, assign roles, prepares and send correspondence, prepares and sends exhibitor packages, etc.
- ✓ Takes minutes at meetings and notify committee members of upcoming meetings.
- ✓ Process, accept, and space exhibitors
- ✓ Report back to the committee chair on any recommendations made from the committee within 1 week.
- ✓ Supports committee members in their defined roles

Size of Event Committee's

Sizes of our event committees will be limited for a variety of reasons. These include: ensuring that each volunteer has a designated role, efficiency of meetings, affect on budget, and managing human resources.

Event Committees may have a maximum of 12 individuals (including the chair's position). Committees which feel they need more than 12 individuals may appeal to the General Manager through the committee chairperson.

For the Farmer's Market Committee, a maximum of 8 current Farmer's Market vendors are allowed to sit as part of the committee.

Committee Meeting Procedures

Although this section doesn't cover all areas of meetings, it is meant to answer the questions our chairs ask most often.

- ✓ In order for the meeting to occur, 50% of the committee members (not including the chair or staff members) must be in attendance.
- ✓ If, before the meeting begins, it appears that 50% of the committee members will not be able to attend the meeting, the meeting will be post-poned.
- ✓ The only exception to this 50% rule is if the committee has critical timelines that need to be met, and there is no other opportunity for the committee to meet before the due date.
- ✓ Agenda's for all meetings will be pre-approved by the chair.
- ✓ Committees can either make motions or recommendations. Motions are made when the decision is within the scope of the committee responsibilities (i.e., deciding classes, booth awards, guest speakers, etc). Recommendations are made regarding decisions outside of the committee responsibility, but the committee would like to make management aware of their opinion (i.e., budget, booth prices, admission prices, etc).
- ✓ Recommendations or motions do not need a seconder.

Timelines

- ✓ Committees will meet a maximum of 6 times per year
- ✓ Meetings will be no longer than 2 hours, from the time they are scheduled to start. If the chair believes there is a need for a longer meeting, this will be decided with the General Manager or Marketing Manager before the meeting begins.
- ✓ Volunteers may stay with a committee for a maximum of 6 years, after which time they are required to take a 2 year break.
- ✓ The General Manager may allow a committee member to stay on for longer than 6 years if the member has industry experience necessary for the show that is not available elsewhere. This request will come through the committee chair.
- ✓ Current volunteers who have been on a single committee for more than 6 years prior to the implantation of this program, will be given permission to volunteer in the same capacity for an additional 2 years.
- ✓ Volunteers are expected to attend at least 50% of the scheduled meetings each year to be considered "active".

Meals

- ✓ Meetings beginning between 11:30 am and 12:30 pm or between 5:00 pm and 6:00 pm are entitled to a meal. Pop and juice are available for all other meetings.
- ✓ Meals costs are not to exceed \$8.50 a person
- ✓ Liquor service is not available to any of the committees before, during, or after the meetings.

Dismissal of a Volunteer

Volunteers who do not adhere to the rules and procedures of Exhibition Park, or who fail to satisfactorily perform their volunteer assignments are subject to dismissal. No volunteer will be terminated until the volunteer has had an opportunity to discuss the reasons for possible dismissal with the General Manager.

Possible grounds for dismissal may include, but are not limited to: gross misconduct or insubordination to the chair or staff, being under the influence of alcohol or drugs at an event meeting or at the event, falsifying information, theft of property or misuse of corporations equipment or materials, abuse or mistreatment of clients, staff, or other volunteers, failure to abide by corporation policies and procedures, failure to maintain confidentiality, and failure to satisfactorily perform assigned duties.

The process for dismissing a volunteer is as follows:

- a. Problems that arise with volunteers will be handled promptly. Initially by staff who are responsible to discuss concerns with that volunteer, then by the Marketing Manager and the Chair, and finally by the General Manager if the problem or concern persists.
- b. During these conversations, staff and volunteers will confirm expectations of the position, clarified roles, and ensure that both parties understand these roles and expectations.
- c. If the problem continues to persist after management has met once with the volunteer, the General Manager will meet with the volunteer to discuss their future role with Exhibition Park. The GM may chose to dismiss the volunteer, reassign the volunteer, or provide them with a specific timeline to correct the problem.
- d. Volunteers may be dismissed immediately, and without prior conversation, if their actions are of a criminal nature or place Exhibition Park in a compromising or liable position.
- e. Written notes will be kept on all conversations.

Volunteer Recognition

The work and duties of our volunteers are very much appreciated. As such, the following volunteer recognition items are provided:



Annually

- ✓ Volunteer reception
- ✓ 2 tickets (and parking pass if necessary) to the event you volunteer for

Years of Service

- ✓ Upon resignation, volunteers who have served actively on a committee for 3 years or more receive a gift which values up to \$50.
- ✓ Upon resignation, volunteers who have served actively on a committee for 5 years or more receive a gift which values up to \$75
- ✓ Upon resignation, chairs of a committee who resign receive a gift for up to \$50, plus their years of service gift as described above.

Clients as Volunteers

Clients (this may include renters, exhibitors, sponsors, etc) of Exhibition Park may be accepted as volunteers provided that their service to Exhibition Park does not cause an obstruction to, or conflict with, the delivery of programs.

Conflict of Interest

Individuals who have a conflict of interest with any activity or program of Exhibition Park, whether personal, philosophical, or financial must declare their conflict(s) before being accepted to serve as a volunteer with Exhibition Park. The individual will not be allowed to vote or participate in committee discussions on any issue relating to their declared conflict.

Any situation which may be perceived as a conflict, should they arise, will be decided upon by the General Manager.

In order to avoid a conflict of interest situation, volunteers are encouraged to disclose any business, commercial, or financial interests to the General Manager where such interest might be construed as being in real, potential, or apparent conflict with their official duties with Exhibition Park.