

From: [Amini,Jannette](#)
To: [Amini,Jannette](#)
Subject: FW: Suggested GTAB Agenda Item
Date: Thursday, January 12, 2012 10:54:43 AM

Pros & Cons of Revising the GTAB's Terms of Reference

Background: The current Grand Theatre Advisory Board (GTAB) Terms of Reference focus on "trustee" roles, such as ensuring there are no problems in operating standards, communications and public input for decision-making as well as monitoring vision/strategy, fundraising and staff performance. But it is not a decision-making body; it is an advisory group that could play a stronger strategic or "generative" role.

Suggestion/Proposal:

Since the Grand Theatre is one of the flagships of the Cultural Services operations, there may be potential value in considering a broader scope for the advisory role of the Board - - that of providing advisory feedback for leadership on:

- 1) ways to achieve better cultural collaboration and understanding across the community among business leaders, technologists, artists, entertainers, designers, producers, investors, philanthropists and venue operators, and otherwise **advance the local context for "the creative class"**;
- 2) ideas for reinventing the business of culture and reframing the measure of success, **transforming the cultural development paradigm** from financial and attendance indicators to growth in social capital, learning, cultural experiences, and audience engagement/development;
- 3) steps to better ensure the **long-term strength, viability and innovation of our cultural industry** -- those artistic organizations, private companies and local community partners that generate the cultural product in our region.

There may be some hurdles: This may well require a request to Council to revise the Board's Terms of Reference, but I would think that would be manageable even if it would take a bit of time. And of course, these issues may not elicit a keen interest or commitment among Board members in which case the status quo should reign, but I think it's a potential role for GTAB worth discussing.

Respectfully submitted...

-Rob.

As ever ... Rob.

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