

# MARINAS COMMITTEE

## TEAM CHARTER

### **Purpose**

The purpose of the Marinas Committee is to improve the overall Marina experience at The Landings for boaters and non boaters.

### **Background**

The Marinas Committee has had a shifting role over time with the original scope of effort being to promote social and interactive activities at the Marinas – for boaters and non boaters alike. A shift was made to include marketing and operational improvements that focused on boaters and boater feedback. As we continue to focus on the Marinas as a waterfront asset of TLA, the focus for the committee this year will be more in line with that of its original charter.

### **Scope**

The mission of the Marinas Committee is to promote our Marinas throughout the community and the broader Savannah area through planning, organizing and promoting educational and social programs such as kayaking, sailing, social events/outings, and fishing events, classes, and tournaments in an effort to increase revenues.

### **Team Composition**

The Marinas Committee will be comprised of individuals with background and experience in the above mentioned program areas and who have a sense of the Marinas as a valuable asset in the larger context of the community. Additional, ad hoc members might be used for special activities. In addition, a Director shall be assigned from the TLA Board as a liaison to the Committee. The Marinas Manager will be assigned to work with the Committee as staff liaison.

### **Team Empowerment**

The Marinas Committee is a standing committee that makes recommendations to the General Manager and staff.

### **Team Operations**

The Marinas Committee will follow *Robert's Rule of Order* to include agendas, quorum, voting and meeting minutes.

### **Team Performance Assessment**

The committee will be proven to be successful when achieving the following:

- The Board of Directors counts on and supports the opinions/recommendations of the committee.
- Positive community response, increased activity and increased revenue from programs and events held to promote our marinas and waterfront.
- Successful implementation of specific Board goals from the Strategic and overall financial performance of the programs held.