



ADVISORY COUNCIL

Statement of Purpose and Organization

Purpose:

The Advisory Council represents a significant resource to the Sonoma County Alliance (“Alliance”) and its Board of Directors. The Advisory Council strives to represent the diversity of the community served by the Alliance and assists the Board and the Executive Director in the mission and achievement of its vision. The Advisory Council acts as Alliance ambassadors to influentially advocate and engage the community for the betterment of Sonoma County. The Advisory Council members demonstrate leadership by building relationships and sharing knowledge of Alliance positions and concerns for a healthy Sonoma County economy, community and environment.

Although not required, the Advisory Council is also intended to provide members an opportunity to become involved in the ongoing business of the Sonoma County Alliance prior to applying for a position on the Board of Directors and/or leadership role within the organization.

Composition:

Membership and Selection

The Advisory Council membership shall include:

- A. Sustaining Members of the Sonoma County Alliance may appoint a company representative to the Advisory Council if they are not represented on the Board of Directors.
- B. Organization Members of the Sonoma County Alliance may appoint a company representative to the Advisory Council if they are not represented on the Board of Directors.
- C. All Officers of the Sonoma County Alliance.
- D. Past Presidents of the Sonoma County Alliance that do not currently serve on the Board of Directors.
- E. 10 At-Large Members will be appointed by the Board of Directors following recommendation from the Nominating Committee.
- F. Chair or Co-Chairs of all committees shall serve on the Advisory Council if not already represented in one of the above categories.

Term of Office

Advisory Council members (other than officers) will be appointed for a three-year term. Terms will be staggered to provide continuity to the Council’s work, with approximately 1/3 of the members completing their term every year. There is no limit to the number of terms that an individual may serve.

Council Leadership:

The Chairperson of the Council will be the President of the Board of Directors. The President has the authority to appoint a Co-Chair of the Council for any meeting(s) during his/her tenure.



Responsibilities:

Alliance Responsibilities

The Alliance is committed to supporting the Advisory Council through the following actions:

- Host a bi-monthly meeting of the Advisory Council.
- Communicate with Council members regarding Alliance activities, be provided Executive Director reports, Board meeting agendas and minutes.
- Council members will be provided with informational materials about the Alliance to share with community connections as well as prospective members.
- Council members will be invited to community events and activities where representation from the Alliance is needed.
- Council members will also be invited to participate in the Alliance's Speakers Bureau when needed.

Council Member Responsibilities

Each Advisory Council member is expected to support the Alliance through the following actions:

- Participate in each Advisory Council meeting.
- Participate in Alliance meetings, events, and activities.
- Serve as an Ambassador of the Alliance as a voice about the organization within the community; be a part of community engagements such as attending City Council, Board of Supervisor, or other business-related community meetings; and share information about the Alliance for a healthy Sonoma County economy.
- Engage as an Ambassador and Advocate within the community and ask others to participate in activities and issues of interest to the Sonoma County business community.
- Serve as an Advocate for the Alliance within Sonoma County and voicing Alliance positions and concerns to influence a strong business economy within their network of business and community members.
- Be available to the Board of Directors and the Executive Director for consultation and advice in the Council member's area of expertise as well as providing input on issues facing the business community.
- Be willing to serve on Alliance Committees as requested by the Board.
- Participate in Ad Hoc taskforces made up of Advisory Council members, Board members, Executive Director, and/or volunteers created to address specific issues and utilizing the member's area of expertise.

Each Advisory Council member is strongly encouraged to:

- Be engaged in the Sonoma County community and be knowledgeable of issues and concerns facing the community;
- Be networked in the community and connecting community members with the Alliance; and
- Refer potential members to the Alliance.