

**THE PRESIDIO TRUST
PROGRAMS AND COMMUNICATIONS COMMITTEE CHARTER**

The purpose of the Programs and Communications Committee (“Committee”) is to assist the Presidio Trust Board of Directors (“Board”) in fulfilling its responsibility for engaging the public in the full spectrum of park offerings including the development of marketing campaigns, the delivery of programs (education, hospitality, etc.), and evaluation of program impacts. The Committee may also carry out other duties as directed by the Board.

I. STRUCTURE AND ORGANIZATION

1. The Committee shall consist of at least three members of the Board. Committee members and the Committee Chair serve at the pleasure of the Board.
2. The Committee shall meet at least quarterly or more often as necessary to act promptly on any matter within this Charter.

II. RESPONSIBILITIES

1. The Committee will work with Presidio Trust (“Trust”) staff to develop a comprehensive strategy for engaging the public in the full spectrum of park offerings including the development of marketing campaigns, the delivery of programs (education, hospitality, etc.), and the evaluation of program impacts.
2. The Committee will help create and monitor key performance indicators for both program and marketing objectives, as well as audience targets.
3. The Committee will assist the Trust in measuring “return on mission” in an effort to prioritize high impact park experiences.
4. The Committee will work with Trust staff to identify best practices for visitor experience and marketing communications.
5. The Committee will help identify strategic partnerships to expand program reach, connect with new audiences, and leverage communication investments.
6. The Committee will work with Trust staff to cultivate relationships with stakeholders to support program and communications objectives.
7. The Committee will work with Trust staff to recommend resources to fulfill visitor and communications strategies.

8. The Committee will report to the Board on Committee matters and shall present recommendations to the Board on matters within the scope of this Charter.
9. The Committee will periodically review and assess its performance.
10. The Committee will review and reassess the adequacy of this Charter annually and may propose recommended revisions to the Board.

Nothing in this Charter shall be interpreted as inconsistent with the Presidio Trust Act or the Bylaws of the Presidio Trust.