

Marketing Committee
TERMS OF REFERENCE
(Feb 2011)

Background

The Marketing Committee (MC) was initiated in 2008 as one of three standing committees in the original Terms of Reference of the Peterborough Partnership Council on Immigrant Integration (the PPCII). It was originally titled the Resource Development and Marketing Committee. In 2010, the RDMC requested, and in 2011 the PPCII approved, the splitting of the RDMC into two distinct committees: a Marketing Committee and a Funder's Roundtable. These Terms of Reference are for the Marketing Committee.

Duties of the MC

To support the PPCII in achieving its objectives by ensuring its promotional activities, and sustainability.

Objectives

1. To promote education and awareness of the PPCII's objectives through promotion and marketing activities that raises the PPCII's profile in the community.
2. To recommend creative, alternative and sustainable ideas for carrying out the work of the PPCII.

Composition

The MC is composed of a minimum of 5 voting members and a maximum of 9 voting members, appointed by the PPCII by January 31st each year. The PPCII should endeavour to appoint members with interests and skills relevant to the work of the MC.

PPCII members should indicate their interest in becoming a member of the MC by notifying the Chair of the PPCII. If there are more than 9 voting PPCII members interested in becoming a voting member of the MC, the PPCII will elect the MC voting members with ballot.

The PPCII Coordinator is a non-voting member of the MC.

The Term of Office shall be for one year beginning on February 1st and ending on January 31st of the following year. Membership may be renewed on an annual basis.

The PPCII shall be responsible for deciding on the filling of any vacancy in the membership of the MC which occurs during the year, at the PPCII meeting immediately after the appearance of the vacancy.

Roles and Responsibilities

The **Chair** of the MC shall be chosen from among the voting members of the Committee by the voting members of the Committee at the first meeting following the annual appointments.

The voting members shall be responsible for filling a vacancy in the position of Chair, from among the voting members, at the meeting immediately after the appearance of the vacancy.

The Chair is responsible for carrying out or delegating the following duties:

- Setting MC meeting dates and agendas
- Acting as facilitator at MC meetings
- Supervising the implementation of the decisions of the MC
- Reporting in writing to each meeting of the Executive Committee and attending meetings of the Executive Committee as a voting member (or sending a designate on the Chairs behalf)
- Attending and reporting in writing to each meeting of the PPCII

PPCII **staff** shall be responsible for the following:

- Sending meeting agendas and minutes to members
- Attending meetings and taking minutes and participating in discussion
- Arranging refreshments for meetings
- Implementing Committee decisions, as directed by the Chair and assigned by the New Canadians Centre Peterborough Executive Director

Where staff are not available, the Chair will be responsible for carrying out or

delegating these tasks.

General MC members are responsible for:

- attending MC meetings, or for notifying the Chair of their absence.
- keeping up-to-date with the MC's work by reading MC meeting minutes and following up on tasks.
- assisting the Chair with the Chair's responsibilities when necessary.
- requesting that any items they wish to discuss be added to the agenda in advance of the meeting.

An Conflict of Interest is signed by all members.

Where a member misses two MC meetings in a row without notification, or three MC meetings in a row, the Chair shall contact them, and their continued membership will be addressed at the next MC meeting.

Working Groups

At times, the MC may establish by motion an Ad-Hoc Work Group to achieve a short-term goal or address a specific issue.

In the establishment of a Work Group, the MC shall

- appoint one MC voting member to act as liaison
- appoint other members from the MC, the PPCII or the community
- establish the terms of Reference for the Work Group
- determine the reporting requirements for the Work Group

Meetings

1. The MC will meet at the time and place that the MC members decide.
2. The MC will meet a minimum of six (6) times per year, in advance of regularly scheduled PPCII meetings.
3. A quorum at meetings of the MC will consist of 50% of MC members.
4. If at any time during a MC meeting there ceases to be a quorum present, the MC still can have a meeting with no ratification of proposals until a quorum is present again.
5. Meetings are open to visitors, but the MC reserves the right to hold in-camera discussions in accordance with FIPPA legislation.

Minutes

Minutes are public, and shall be sent uploaded to the PPCII website. A link to the location of the minutes on the PPCII website will be sent to all MC members, the Chair of the Executive Committee, and any other PPCII member, community member, or organization who requests to receive them. Minutes will be made available at least two weeks before the next MC meeting.

Decision-Making

Decision-making should be as democratic and participatory as possible. A modified consensus model is described in detail in the PPCII Terms of Reference.

Any conflict of interest will be addressed through the Conflict of Interest Policy outlined in Appendix 4 of the PPCII's Terms of Reference.

Accountability

The MC is accountable to the PPCII as a whole.

The MC may identify projects and bring them to the Executive Committee for recommendation. If after reviewing, the Executive Committee recommends the project to the PPCII, the PPCII will discuss it and it will only be ratified with approval of the PPCII. Without the recommendation of the Executive Committee, the PPCII will not discuss the project possibility.

The MC has the primary role of promotional activities of the PPCII. All marketing activities will be delivered with a consistent and uniformly branded message so that the identity of the PPCII is gradually developed within Peterborough County. To this end, any marketing activities undertaken by PPCII members should be vetted through the MC.

The Executive Committee approves key messages to the public and media.

The MC will ensure that all promotional initiatives aim to cover the entire geographical scope of Peterborough County.

Together we prosper



Review

These Terms of Reference are up for review annually by the MC and PPCII. Any proposed changes must be accepted by both bodies before coming into effect.