

Resource Development & Marketing Committee

TERMS OF REFERENCE
Draft (as of May 12, 2009)

Background

The Resource Development & Marketing Committee (RDMC) 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 Council).

Duties of the RDMC

To support the Council in achieving its objectives by ensuring its promotional activities, financial resources, and sustainability.

Objectives

1. To promote education and awareness of the Council's objectives through promotion and marketing activities that raise the Council's profile in the community.
2. Where funding is required, to look into funding sources to sustain the Council's plans.
3. To recommend creative, alternative and sustainable ideas for carrying out the work of the Council.

Composition

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

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

The Council Coordinator is a non-voting member of the RDMC.

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

Roles and Responsibilities

The **Chair** of the RDMC 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 RDMC meeting dates and agendas
- Acting as facilitator at RDMC meetings

- Supervising the implementation of the decisions of the RDMC
- Reporting in writing to each meeting of the Executive Committee
- Attending and reporting in writing to each meeting of the Council

Council **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 RDMC members are responsible for:

- attending RDMC meetings, or for notifying the Chair of their absence.
- keeping up-to-date with the RDMC's work by reading RDMC 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 ethical framework is signed by all members.

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

The RDMC will delegate one person to each Executive Committee meeting (**The Representative of the RDMC**), who will be a voting member of the Executive Committee.

Working Groups

At times, the RDMC 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 RDMC shall

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

Meetings

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

Minutes

Minutes are public, and shall be sent to all RDMC members, the Chair of the Executive Committee, and any other Council member, community member, or organization who requests to receive them. Minutes will be made available at least two weeks before the next RDMC meeting.

Decision-Making

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

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

Accountability

The RDMC is accountable to the Council as a whole.

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

The RDMC has the primary role of promotional activities of the Council. All marketing activities will be delivered with a consistent and uniformly branded message so that the identity of the Council is gradually developed within Peterborough County. To this end, any marketing activities undertaken by Council members should be vetted through the RDMC. The Executive Committee approves key messages to the public and media.

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

Review

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