

Terms of Reference

Communications and Marketing Committee

Purpose

- The Communications/Marketing committee's purpose is to ensure the goals, mandates, functions and information about the cooperative is developed, approved (by Board) and disseminated in a timely proactive manner. The primary audience is the community members who make up the cooperative. Secondary audiences include the greater Harrop, Sunshine Bay and Procter communities, regional media, government bodies at all levels, and other organizations and associations.
- The committee also helps facilitate internal communications within the cooperative (administration) and its divisions (forestry and value added) and assists same with presentations, public information sessions, annual general meetings, and special events.
- The committee oversees the sub-committee (Communications/Marketing plus public representatives) specific to the scholarship award.
- The committee works interactively with other committees and the Board, on strategic-planning and other high-level governance/planning initiatives to ensure target audiences are involved, where feasible, and informed.
- The committee oversees advertising and marketing initiatives, liaising with media and contractors, within a budget approved by the Board.

Scope

- The committee is involved in the planning, product development and delivery of external and internal communications and marketing initiatives. It recommends planned activities – including public opinion research, advertising, strategic planning information-sharing and emergency response – to the Board for approval. This includes budget cost projections for select activities.
- Currently, the Communications/Marketing committee is a standing committee with a sub-committee (as above) structure contained within it.

Authority

- The committee recommends to the Board regarding major program initiatives. Day to day activities are initiated and approved by the committee without the need for Board approval (signage, advertising for public meetings, scholarship determination and reporting, others as required. Donation requests up to \$ 5000 are decided by the CEC unless there a matters regarding the donation request that require Board input. Maximum allowable annual donations are 10% of the net profits or up to \$ 10,000 with a minimum of \$ 5000.



Membership

- The chair is a volunteer position. There is no vice-chair position. The scholarship sub-committee includes the CEC members and a public representative.

Meeting arrangements

- The committee has met on an ad hoc basis since its inception. If the committee continues as a result of decisions made in the governance/planning initiative, the intent is to meet at least quarterly, and on an as-needed basis.

Reporting

- The committee will report to the Board on a quarterly basis, potentially more frequently. Reports will be shared electronically prior to, and discussed at, monthly board meetings.

Resources and budget

- Not applicable.

Deliverables

- Internal and external information sharing.
- Advertising.
- Communications and marketing advice, products and dissemination.
- Annual scholarship determination and reporting (sub-committee)
- Quarterly, or more frequent, reporting to the Board.
- Budget cost projections for select initiatives.

Terms of Reference Last Reviewed and Approved by the Board on this Date: _____