



Terms of Reference for the Ad Hoc Communications Committee

An Ad Hoc Committee of the Township of Edwardsburgh Cardinal

September 2024

1. Purpose

The Ad Hoc Communications Committee (the "Committee") is established as an ad hoc committee of the Township of Edwardsburgh Cardinal (the "Township") to provide strategic advice, recommendations, and support on communication matters, including public relations, media engagement, community outreach, and internal communication. The Committee aims to enhance the Township's communication efforts to ensure transparency, engagement, and effective dissemination of information to residents and stakeholders.

2. Objectives

The primary objectives of the Committee are to:

- a) Develop and recommend strategies to improve the Township's communication with residents, businesses, and other stakeholders.
- b) Enhance the Township's online and offline presence, including the use of social media, newsletters, websites, and other communication channels.
- c) Provide guidance on public relations initiatives, including media relations.
- d) Recommend policies and practices to ensure clear, consistent, and effective communication from the Township.
- e) Promote community engagement and feedback on key initiatives and decisions.
- f) Assist in identifying opportunities for community partnerships and collaboration in communication efforts.

3. Scope of Work

The Committee will:

- a) Review and assess current communication practices and tools utilized by the Township.
- b) Develop a communication plan that aligns with the Township's strategic goals and priorities.
- c) Advise on materials for public dissemination.
- d) Collaborate with Township departments including the Port of Johnstown, and Council necessary to ensure coordinated communication efforts.
- e) Propose methods for measuring the effectiveness of communication strategies and recommend improvements.
- f) Stay informed about emerging trends and best practices in municipal communication and community engagement.

4. Membership

- a) The Committee shall consist of the following voting members:
 - i) Up to two members of the Township Council, appointed by Council
 - ii) The Community Development Coordinator
 - iii) The Economic Development & Communications Consultant
 - iv) A Port of Johnstown staff member
- b) The Committee shall consist of the following non-voting members:

- i) The Chief Administrative Officer, advisory member
- ii) The Recreation Coordinator, advisory member
- iii) Up to two advisory members of the public, appointed by Council, with experience or interest in communication, public relations, marketing, or community engagement. At least one representative member of the public may be from the business community.

5. Term of Appointment

The Committee shall serve as an ad hoc committee for a term of two years from the date of its establishment, with all appointments expiring by the end of the two year term or by the end of the term of Council. At the end of the term, the Council will review the Committee's progress toward its goals. If the goals have been met, the Committee may continue; if not, the Council will reconsider the Committee's structure, mandate, or necessity. The term may be extended by Council resolution if additional time is required to fulfill its objectives.

6. Meetings

- a) The Committee shall meet monthly or as required to fulfill its mandate.
- b) The Committee shall elect a Chair, Vice-Chair and Secretary from its members at the first meeting.
- c) The Chair, or in their absence, the Vice-Chair, shall preside over meetings.
- d) A quorum for meetings shall be a majority of the total number of voting members.

7. Reporting

- a) The Committee shall report to the Township Council regularly, providing updates on activities, progress, and any recommendations.
- b) Written reports shall be submitted to Council through the Clerk's office and may be presented by the Chair or a designated member of the Committee.
- c) The Committee may also provide additional reports and presentations to Council as needed.

8. Resources and Budget

- a) The Committee shall not have a dedicated budget but may request resources or support from Township staff as needed to fulfill its mandate.
- b) Any expenditure by the Committee must be approved in advance.

9. Review of Terms of Reference

These Terms of Reference shall be reviewed annually or as needed to ensure they remain relevant and effective. Amendments to the Terms of Reference require the approval of Township Council.