

TERMS of REFERENCE: COMMUNICATIONS REBRANDING COMMITTEE

Date Established by Council: December 17, 2018

Resolution: 2018-333 Jackson – Alkenbrack

Type of Committee: Ad Hoc Advisory

Expected Duration: The committee is expected to operate during the 2019 calendar year. The committee's tenure can be extended as required, at the discretion of council.

Roles and Responsibilities

- It is the responsibility of all appointed members to comply with the:
 - The Municipal Conflict of Interest Act
 - The Code of Conduct for Members of Council and Local Boards of the Corporation of the Township of Billings
 - The Township's Workplace Harassment and Discrimination in the Workplace Policy
 - The Township's Accountability and Transparency Policy
 - The Township's Procedural Bylaw
 - Any and all other applicable municipal bylaws
 - The Ontario Municipal Act
 - The Ontario Municipal Freedom of Information and Protection of Privacy Act
- No individual member nor the Committee as a whole, has the authority to make direct representations of the township to Federal or Provincial governments.
- Members shall abide by the rules outlined within the Municipal Conflict of Interest Act, and shall disclose any pecuniary interest to the chair, and shall absent herself/himself from meetings for the duration of the discussion and voting (if any) with respect to that matter.

Activities

The following represent the general activities of the committee:

- a. To review the current brand components, including logo(s), visual elements and common text associated with township communications.
- b. To develop, share, discuss and reach consensus on new or changed "brand" components, as appropriate, and to prepare recommendations to council.
- c. Other activities related to "rebranding" and generally improving township communication with all partners, including residents/ratepayers, the general public, and other governments at all levels.

Composition and Structure

The committee will be comprised of the following members, as appointed by council:

- The Economic Development Officer (as chair)
- A second township staff member
- representation from existing committees of council (to be determined)
- 2 members of the community (ideally one from the business community)

- A member of council

Resources

The CAO and Deputy Clerk will provide support to this committee in the form of advice.

Reporting

Any recommendations made by this Committee will be in the form of a written report presented to Council for their consideration. If appropriate, this information may be supported by oral presentation to Council

Timing of meetings/Meeting Procedure

It is expected that the committee will meet monthly during the duration. Meeting notice for this committee, and meeting procedure, will respect the requirements of the Ontario Municipal Act and the township's procedural bylaw.

Location of Meetings

Meeting location will be established by the Committee, but it is expected that meetings will take place in the Kagawong Park Centre

Purchasing Policy

Not applicable

Insurance

Not applicable

Member Expulsion

Not Applicable

Terms of Reference

Council may, at its discretion, change the Terms of Reference (TOR) for this Committee at any time. Any changes proposed to these TOR shall be recommended to Council through an appropriate report. The Committee may also be dissolved by resolution of Council.