



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

COUNCIL POLICY

TITLE: Terms of Reference – Centennial Celebrations Select Committee	NO. ADMIN - 63
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PURPOSE

The purpose of the Centennial Celebrations Select Committee is:

- To provide leadership and advice that will help the Township of Esquimalt organize, plan and implement projects and events that will celebrate Esquimalt's heritage in its Centennial year, 2012.
- To work with staff, department heads and municipal committees, and to consult and work with community members, businesses and organizations, to create a well-planned and delivered Centennial Celebration.

MANDATE

The Centennial Committee will, consistent with the purpose described above, undertake the following:

- Develop a mission statement.
- Develop ideas for one or more celebratory events around specific dates in Esquimalt's history.
- Organize subcommittees to undertake specific tasks and report back to the Committee.
- Coordinate with other Committees of Council and other projects in the community to ensure no overlap.
- Develop a communications strategy.
- Prepare and provide a financial budget to the Township of Esquimalt to support its Centennial events and activities.
- Ensure the Centennial budget and expenses have been duly authorized by Township Council prior to expenditures being made.
- Maintain financial records for all expenses incurred related to Centennial celebrations.
- Return any unused funding to the Township upon conclusion of the Centennial celebrations.
- Record minutes of Committee meetings and distribute to all Committee members and Esquimalt Council.

The Centennial Celebrations Select Committee will provide Council with a budget containing estimates of revenues and expenses for the 2012 celebration program and events for their approval. The budget is to be updated annually and quarterly status reports are also to be provided. A final Centennial Celebrations Select Committee financial report is to be prepared and submitted to Council as soon as possible after the end of 2012.

The Committee will provide organizational context to discussions and ensure that:

- any form of communication from the Committee [which includes correspondence, logos, branding, graphics] represents the Corporation of the Township of Esquimalt;

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- actions taken must be consistent with the purpose of the Committee and previously endorsed by Council.

MEMBERSHIP

The Committee will consist of a minimum of ten (10) full voting members and two (2) non voting members as follows:

Full Voting Members

- Council Members – the Mayor and one (1) Councillor appointed by the Mayor.
- Community representatives – the core group will be appointed by Council. Other volunteers may join the Committee subject to the approval of the Chair, Vice Chair and appointed Council members.

Non Voting Members

- A staff member – assigned to the Committee to prepare meeting agendas, take minutes, prepare correspondence, and assist with internal and external liaison and coordination.
- A project coordinator – assigned to the Committee to:
 - Manage the Centennial project according to a timeline with critical dates and priorities identified.
 - Develop a marketing and communications strategy for the period January 2011 to September 2012.
 - Develop communications materials to inform key audiences of Centennial events and initiatives.
 - Identify advertising and communications opportunities for the Centennial project.
 - Provide writing, design and layout services for print and web-based materials.
 - Ensure that all communication materials conform to the Township standards of quality and consistency.
 - Update and revise the Centennial website.
 - Identify service providers that can assist in the process and liaise with Committee communications representatives and service bureaus.

QUORUM

- The calculation of quorum to conduct business is 50% +1 of full voting members shown below:

- If: 7 full voting members – quorum is 4
- 8 full voting members – quorum is 5
- 9 full voting members – quorum is 5
- 10 full voting members – quorum is 6

TERMS

Committee members are to be appointed for the full period needed to plan, hold and wrap up the 2012 celebrations and reports.

All appointees sit at the pleasure of Council and may be removed at Council's discretion.

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<p>Council may disqualify an appointee from holding that appointment if the person is absent from committee meetings for a period of 3 consecutive regularly scheduled committee meetings, unless the absence is because of illness or injury or is with the leave of Council.</p> <p>MEETINGS</p> <p>The Committee will meet monthly. The frequency of meetings will increase as September 2012 draws closer. Special meetings may be held at the call of the Chair.</p> <p>At the first meeting of the Committee a Chair and Vice-Chair will be appointed from amongst its members.</p> <p>The meeting rules and procedures will be in accordance with the Council Procedure Bylaw.</p> <p>The committee shall be disbanded upon the conclusion of the Centennial celebrations. Key committee members will be required to finalize reporting for a period of time after the celebrations are concluded.</p>	

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