

The Corporation of the Town of Deep River

MARKETING TASK FORCE TERMS OF REFERENCE

PURPOSE:

The Town of Deep River Marketing Task Force will provide advice and recommendations to the Town of Deep River Council to advance the town's Strategic Priorities to market and grow the town. The Task Force will act in an advisory capacity to Council on matters relating to marketing strategies that focus on the retention and attraction of residents and the growth of business within the municipality including professionals and independent workers, science and technology businesses and retail or personal service opportunities to name a few. In this capacity, the committee will provide strategic input into the development of a comprehensive marketing plan to be prepared by marketing consultants. The Town of Deep River's Strategic Plan and Official Plan will provide guidance to the Task Force.

STRATEGIC PLAN OUTCOMES AND PRIORITIES ADDRESSED:

Outcomes:	Increased Population Vibrant and Increased Business/ Commercial Development / Tourism
Strategic Focus Areas:	Develop & Implement a marketing plan targeting new CNL and Garrison Petawawa, GIG economy workers and retirees.

COMMITTEE DUTIES:

The Advisory Committee will support the development of the marketing plan and its initial implementation by providing strategic input and advice on marketing and branding strategies to help promote Deep River as a lifestyle destination of choice, as well as provide recommendations related to promoting local businesses and attracting new investment. This includes the following specific duties:

- a) Recommend options for promotional messaging, branding, media types and locations, website improvements and marketing venues to market, promote and develop the town
- b) advice on potential funding sources and solutions for promotional marketing
- c) Advice on co-ordination of marketing strategies and initiatives with other local businesses and organizations such as the Ottawa Valley Tourist Association (OVTA).
- d) Advise on potential marketing partnerships.
- e) Identify barriers and opportunities to implementing strategic marketing direction.
- f) Advise on the dissemination of information from the Town to residents, community organizations, the local business community and partners
- g) Provide a conduit for local residents, clubs and the business community for marketing related ideas and strategies.
- h) Assist consultants in gathering information such as through surveys or in public meetings and assist with other activities related to developing a marketing plan (e.g. slogan, logo and/or photo contests, etc.).
- i) Assist in communicating the town's vision to be a lifestyle community of choice including:
 - a. Reviewing and making recommendations on messaging and branding proposals and/or on proposed venues in order to enhance development of Deep River's lifestyle destination marketing.
 - b. Providing strategic planning advice on marketing opportunities as they arise in the community.
 - c. Providing advice on priority investment and infrastructure development needs and opportunities in Deep River to enhance marketing.
 - d. Monitor emerging trends in population growth and make recommendations on suggested investment in or realignment of the Town's resources accordingly.

TIMELINE:

The Town of Deep River Marketing Task Force shall be established for a period of approximately 18 months and shall align with the timeline required for the development and issuance of a Marketing Plan for Deep River by marketing consultants.

Once the Marketing Plan is developed, Council will determine whether the Task Force's timeline and mandate will be extended and expanded to support implementation of the plan. Council will revise the Terms of Reference as required.

COMMITTEE MEMBERSHIP:

The Task Force shall be composed of 11 voting members to be appointed by resolution of Council and shall include:

- 2 - members of Council,
- 2 - business owners,
- 2 - representatives of community organizations, and
- 4- Deep River residents (members at large)
- 1 - Mayor as ex officio member.

Members of the Task Force shall be residents or property owners of the Town of Deep River. Council may, at its discretion, adjust the number of Task Force members.

MEMBERSHIP SELECTION:

The Town of Deep River shall place a notice in the local newspaper and on the Town website and Facebook page requesting applications from individuals who are residents or property owners in the Town of Deep River. Applicants shall be required to submit a written application including their experience, interest and qualifications highlighting the sector they wish to represent.

When reviewing the applications and considering appointments to the Task Force, Council shall attempt to ensure there is broad representation

from many community sectors to provide for a range of perspectives, interests, ideas and experience.

All persons appointed to the Task Force shall be required to adhere to the established by-laws, policies, and procedures of the Corporation of the Town of Deep River which apply to Committees of Council.

All members of the Task Force shall serve without remuneration.

MEETINGS:

A chairperson and vice-chairperson shall be elected by the committee at its first meeting. The vice chairperson shall act as chair when the chairperson is absent or unable to fulfill his/her duties.

Meeting dates and times shall be determined by the Task Force and shall occur at a frequency established that best addresses the workload and objectives of the Task Force, but not less frequently than bi-monthly. In accordance with the Town of Deep River Procedural By-law, notice of meeting shall be posted on the municipal website.

Town staff shall act as recording secretary for the Task Force and, in consultation with the chair, shall be responsible for preparing the meeting agendas.

All meetings of the Committee shall be open to the public.

A simple majority of appointed members shall constitute quorum.

The Task Force shall be empowered to convene ad-hoc working groups of its members to study or address specific questions or issues. The purpose of such ad-hoc working groups shall be to make recommendations on a particular issue to the Task Force in accordance with the approved mandate of the Task Force.

The Task Force may decide to hold a formal public meeting on an issue to solicit community input. The process for the advertising and conduct of such public meetings will be as outlined in the Town of Deep River Procedural By-law.

WORK PLAN/BUDGET

Based on the Terms of Reference, the Task Force shall develop an initial work plan. The plan may be adjusted based on the input of Council and the Town's marketing consultant. An initial budget for the Task Force of \$1,000 shall be provided to facilitate meeting refreshments and office supplies. Any further allocation of fiscal resources necessary to implement the work plan shall be at the discretion of Council.

The Task Force, potentially with the involvement of the Marketing Consultants, shall attend a Council Meeting at least annually to present its work plan, findings, advice, strategy, lessons learned and/or recommendations. Additional reports or presentations to Council shall be provided as required and agreed.

ATTENDANCE POLICY:

Each member of the Task Force shall take an active role in the Task Force's activities. Any member who misses three consecutive meetings without reasonable cause as approved by resolution of the Task Force or who are not fulfilling their respective responsibilities as determined by the Task Force, shall be deemed to have relinquished their membership on the Task Force.

In the event of a vacancy for any cause other than expiration of term, a member appointed to fill any vacancy shall hold membership for the remainder of the term.