

Brand Leadership Committee Terms of Reference

Purpose/Objective

Steer the development of a *Branding Development and Marketing Action Plan*. The Committee would be involved with the strategic planning and development of recommendations and action planning for implementation of the brand. The *Branding Development and Marketing Action Plan* must be approved by Truro Town Council before implementation can occur.

Act as brand ambassadors and brand champions, selling the brand to the community and to visitors.

Make additional recommendations to Town Council as they relate to the Truro brand.

Appointment of the Committee

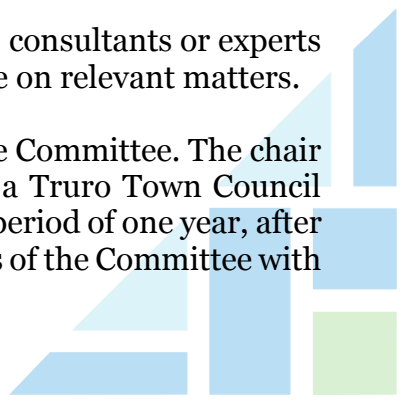
Members of the Committee should be stakeholders in the community and have a vested interest in the brand. These are people in the greater community who have vested interest in economic development and will champion the brand in their day to day lives.

Town staff would act as staff resources to the Committee. Potential candidates include the Business Development Officer, and the Chief Administrative Officer or the Director of Planning and Development as Senior Staff.

The Committee should be large enough to accommodate the above representation in the community, but small enough to get things accomplished, and should be no more than 12 voting members.

The Committee may, from time to time, invite outside personnel, consultants or experts to Committee meetings to discuss issues and/or to provide advice on relevant matters.

The Chair and Vice Chair of the Committee shall be elected by the Committee. The chair shall be a member of the public, which the Vice Chair shall be a Truro Town Council representative. Members so elected shall hold the positions for a period of one year, after which a new Chair and Vice Chair shall be elected by the members of the Committee with



the provision that the existing Chair and Vice Chair shall be eligible for re-election to either of the two positions.

The Committee may, from time to time, at its discretion, nominate a member or constitute a sub-committee to carry out a specific task or activity within the broader scope of the mandate of the Committee. Such member or sub-committee shall report back to Committee on all matters entrusted to it by the Committee.

Accountability

The Committee is established as an advisory committee to the Town of Truro, mandated to advance matters related to the Truro brand.

The Committee shall establish a meeting regime of once a month, beginning in February 2016, evaluate its effectiveness and make adjustments as necessary.

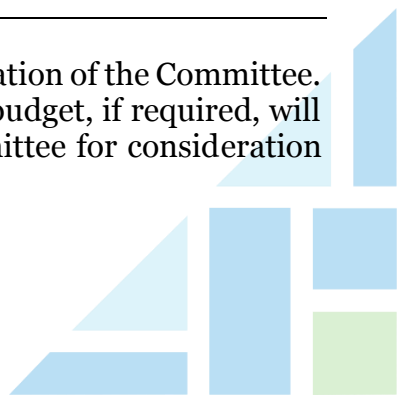
Request to meet with a consultant or an expert shall be made directly through the Chair of the Committee.

Minutes of the Committee shall be kept and a report of the proceedings as well as recommendations shall be brought to the attention of the Town Council in writing by the Chair or Vice Chair of the Committee.

No member of the Committee is authorized to speak on behalf of the Committee. All communication and/or media requests must be directed to Town of Truro staff, as per the Town of Truro Communication Policy. Any communications which relate to the brand message or implementation of the brand needs to be developed as part of the *Branding Development and Marketing Action Plan*.

Resources

Adequate resources shall be provided to ensure the effective operation of the Committee. This includes providing suitable meeting space. An operational budget, if required, will be presented in writing by the Chair or Vice Chair of the Committee for consideration each fiscal year by the Town of Truro.





A Branding Implementation Budget associated with Brand Development Projects is included and set aside in the Business Development budget. This ensures coordination of efforts and projects between the Committee and the Business Development Officer.

Additional Information

For additional information on the Brand Leadership Committee, please contact the Business Development Officer at 902-893-1424 or via email at agrant@truro.ca.

