



## **Winnipeg River Regional Arts Council Inc. Terms of Reference for Subcommittees**

### **1. SUBCOMMITTEE TITLE**

Communication Committee

### **2. GENERAL PURPOSE OF SUBCOMMITTEE**

The Communication Committee exists to facilitate marketing, promotion, and communication initiatives for the Winnipeg River Arts Council Inc. (WRAC) that increase awareness and involvement with the WRAC, and that foster networking, partnerships, and capacity building among arts groups, businesses, sectors, communities, existing and emerging artists in the region.

### **3. COMMITTEE FUNCTIONS**

The Committee will be responsible for performing the following key functions:

- ✓ Identify ideas and opportunities that enhance awareness of the WRAC.
- ✓ Identify ideas and opportunities for marketing and communication initiatives provided by the WRAC.
- ✓ Develop written outlines that describe proposed communication initiatives and make recommendations to the Board.
- ✓ Coordinate, implement, and evaluate marketing and communication activities that have been approved by the Board.

### **4. COMMITTEE OBJECTIVES**

The Committee will aim to achieve the following annual objectives:

- ✓ Conduct a minimum of three region-wide awareness raising strategies.
- ✓ Maintain a regional arts and culture inventory.
- ✓ Develop and oversee a website for the WRAC.
- ✓ Develop written marketing materials including news articles, press releases, newsletters, brochures, membership information, etc.
- ✓ Conduct communications to ensure that arts and culture organizations, artists, businesses, and other organizations within the region are aware of the WRAC and ways they can be involved.

### **5. AUTHORITY AND REPORTING**

The Committee will act in an advisory capacity for the WRAC. The Board of Directors of the WRAC has authority and responsibility for the Committee and their actions. The Committee

will provide information and make recommendations to the Board and will require Board approval prior to the coordination and implementation of marketing and communication initiatives. A representative from the Board will be part of the Committee and will act as the reporting liaison between the Board and the Committee. A report of Committee progress and recommendations will be brought forward by the liaison at each Board meeting. Board responses will be communicated to Committee members by the liaison in a timely manner.

## **6. SUPERVISORY RESPONSIBILITY**

The Committee is responsible for overseeing any staff or volunteers hired to fulfill roles associated with marketing and communication initiatives planned by the Committee.

## **7. RELATIONSHIPS**

The Committee assists in maintaining partnership relationships that aid in the communication of arts and culture in the region. The Committee works with other subcommittees of the WRAC as well as WRAC hired staff/consultants as required.

## **8. COMMITTEE COMPOSITION AND QUALIFICATIONS**

The Committee will be comprised of 6-12 people. If possible, various geographic areas of the region will be represented on the Committee as will various disciplines of arts and culture. Marketing/communication experience; knowledge of the region; and interest and experience in the arts will be beneficial to the Committee.

## **9. COMMITTEE POSITIONS AND ROLES**

The Committee will name a Chairperson and a Secretary. The Chair will be responsible for calling meetings, determining agenda items, and facilitating discussions. The Secretary will be responsible for recording meeting discussions, preparing Board reports, and other committee documentation. Both the Chair and Secretary will be responsible for internal and external communications.

## **10. COMMITTEE ESTABLISHMENT AND SCOPE**

The WRAC was incorporated in June 2010. The Communication Committee was formed in early 2012 under the direction of the WRAC. The WRAC serves residents, visitors, artists, arts groups and cultural groups in communities located along Winnipeg River and eastern shore of Lake Winnipeg, including towns and villages, First Nations communities, rural municipalities and provincial parks east of Highway 11 and north of Highway 317.

## **11. MEETING SCHEDULE**

Meetings will be held as required by the Committee. The Committee will remain intact as long as the WRAC is in operation or until the Board deems the functions of the Committee to be complete or no longer required.

## **12. MEETING PROTOCOL**

The meeting agenda will be forwarded to members of the committee a minimum of one (1) week prior to the date of the scheduled meeting. Committee members are required to contact the Chair or Secretary if they are unable to attend a meeting.

## **13. DECISION MAKING**

The Committee must have a quorum (50% + 1) to be able to make decisions. Decisions will be determined by consensus. If the committee is not able to achieve a consensus, then a 2/3 majority vote of the whole committee will determine the decision. The Chairperson will be able to vote along with other committee members.