

Communications Committee  
Internal Committee Terms of Reference

**Purpose:**

The primary function of the Committee is to assist the Council and Staff in developing and providing resources and education to assist them when communicating with their community and media. The Committee will also serve as a communications advisor to Council and Staff on certain projects.

The Committee meets to discuss and identify solutions to common issues and challenges the Town of Mahone Bay (the Town) faces with respect to communication. It also provides opportunities for Council and Staff to work collaboratively to find innovative solutions to communication challenges with limited resources.

**Communications Committee Mandate:**

- Provide advice and guidance with respect to communications generally and on projects when needed.
- Conduct a gap analysis of current Town communications practices and create an internal communications strategy (if deemed necessary) to inform Town communications practices.
- Develop and recommend Public Engagement Plans in relation to major projects and initiatives of the Town in accordance with the Town's Public Engagement Policy.
- Review and make recommendations for communications related policy and procedure amendment or development.
- Promote opportunities for communication training and education for staff and Council.

The Committee will meet four times at a minimum per year. Additional meetings may be scheduled as required.

The Committee will direct its recommendations to the Town of Mahone Bay Policy and Strategy Committee, which will consider and direct recommendations on to Council at its discretion.

**Committee Membership:**

- Three (3) Council Members including the Deputy Mayor
- Deputy Chief Administrative Officer
- Town Clerk / staff person designated with responsibility for Town Communications (non-voting)