



TERMS OF REFERENCE FOR MARKETING COMMITTEE

1. Purpose of the Marketing Committee

The committee will:

- (a) Develop marketing programs for the products and services provided by the Association.

2. Chair and Membership

The Technical Committee consists of a chair, and volunteer members of the Association.

- (a) Chair:
- (b) Members

3. Responsibilities

- (a) Participate in each new program by providing marketing expertise
- (b) Offer expertise in design, packaging, writing, producing marketing materials
- (c) Review the website for content and relevancy.
- (d) Ensure branding is consistent and cohesive.

4. Meetings and Time Commitment

Committee meetings are held once or twice per year. The rest of the communications will be virtual in nature, either by conference call or via email.

It is expected that, each month, members of the committee will be spend approximately six hours per month on committee work, over and above attending the monthly meetings.

5. Staff Contact

The staff contact for the committee is the Executive Director who attends each meeting and takes the minutes.

6. Budget

The committee has a meeting budget of \$500 per year. No expenditures of commitments against that budget may be made without the authorization of the committee chair.

This budget simply supports the committee it does not take into effect the costs for marketing materials.

Budgets will be reviewed annually for modifications and revision.