

PEMBROKE 50+ ACTIVE LIVING CENTRE INC.

Communications & Public Relations Committee
(Standing Committee)

PURPOSE: The Communications & Public Relations Committee (hereinafter referred to as the Comm & PR Committee) exists to enhance the public image and awareness of the Pembroke 50+ Active Living Centre Inc. (hereinafter referred to as the Centre) and effectively communicate its mission, programs and services to the community.

MEMBERSHIP: The Communications & Public Relations Committee is a sub-committee of the Action Committee and will consist of:

- A minimum of one member of the Comm & PR Committee will act as Liaison to the Action Committee.
- The Chair of the Board of Directors will serve as an Ad Hoc member of all Committees.
- Committee members to be recruited from the membership of the Pembroke 50+ Active Living Centre.

RESPONSIBILITIES:

- Develop and implement public relations strategies to promote the Centre.
- Manage media relations, including press releases and media inquiries.
- Responsible for promoting the organization and its mission to the public, managing its website and social media, and developing marketing materials.
- Oversee the creation and distribution of promotional materials.
- Coordinate public events and community outreach activities.
- Monitor and evaluate the effectiveness of public relations efforts.
- Advise the Action Committee on public relations matters and provide regular updates.
- Collaborate with other committees and stakeholders to enhance communications and public relations.

COMMITTEE AUTHORITY:

- The Committee has the authority to make recommendations to the Action Committee but does not have decision-making authority.
- Communication between the Action Committee and the Comm & PR Committee is through its chair/liaison.
- The Committee will report to the Action Committee at each Action Committee meeting and provide written reports as necessary.

Approved by Directors (date): _____

Last Edit: 16 April 2025

MEETINGS:

- Meetings will be held monthly at the Centre or virtually, as needed.
- Decisions to make recommendations to the Action Committee are made by consensus, that is, by Agreement of the majority of participants.
- Special meetings may be called by the chairperson of the Action Committee.
- Additional Comm & PR Committee meetings may be held as required.

MINUTES/NOTES:

- A member of the Committee will record notes within ten (10) days of the date of the meeting.
- The recorder will store the minutes/notes in the Tech Room in the appropriate binder and electronically.

REVIEW:

- The Terms of Reference will be reviewed annually by December 31 by the Committee and approved by the Board of Directors.