

September 2024

Terms of Reference

Clarence-Rockland Economic Development Advisory Committee

Purpose

The purpose of the Economic Development Advisory Committee (EDAC) is to facilitate the exchange of ideas between Council and the public with respect to economic development and tourism initiatives.

The Committee will encourage economic development that enhances the quality of life of the city's current and future residents and businesses

Mandate

The mandate of the committee is to provide input and perspectives to Council through staff on high level economic matters relating to city led initiatives. The committee's role is advisory, consultative, supportive and intended to enhance community engagement.

The objectives of the committee will be to:

- Promote sustainable community economic development and tourism activities in the city.
- Provide feedback on and assistance with the implementation of action plans, programs and initiatives as identified in the city's Economic Development Strategic Plan and other relevant strategies.
- Support and champion services within the municipality to retain current businesses, attract new business development and the creation of job opportunities.
- Serve as a forum for city business leaders to identify and recommend solutions to the public needs related to sustaining and expanding the vitality of the municipalities' economic base.

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- Provide fair and equitable assessment and recommendations for all funding requests received through the Community Improvement Plan Program (CIP) in accordance with the appropriate Policy.
- Meeting, as necessary, with potential commercial and industrial business owners to serve as a central body for the dissemination of economic development information relating to land availability, financial tools and resources that can promote successful development.
- Assist in the development of partnerships with public, private, non-profit, municipalities and other levels of government [e.g. United Counties of Prescott-Russell] to partner in economic development and tourism activities beneficial to the municipality.
- Assistance with making applications for federal/provincial economic development funding programs.
- Assist in preparing yearly economic development and tourism status reports to Council.

Committee Membership:

The Economic Development Advisory Committee, which is appointed by resolution of Municipal Council will consist of the following voting members:

- Mayor – Ex Officio

The mayor shall be recognized as an ex-officio Member of the Economic Development Advisory Committee and as such has the same rights as other Committee Members but is not obligated to attend meetings and is not counted in determining if a quorum is present.

- One member of council
- One representative from the Clarence-Rockland Chamber of Commerce.
- A maximum of five (5) members of the community at large based on their demonstrated interest, participation in business matters; academic or technical qualifications; availability; work and volunteer experience; knowledge and professional experience.

Areas of expertise that may be sought include but are not limited to:

- Small business owner
- Tourism
- Professional Services
- Retail or Restaurant
- Land Development
- Agriculture
- Manufacturing/Industrial
- Residents with a general interest in economic development.

Chair and Vice Chair

The committee shall nominate the Chairperson and Vice Chair from among the committee members. The Vice Chair shall assume the responsibilities of the Chair in the event of his/her absence at Committee meetings.

Quorum

The quorum shall be fifty percent plus one (50%+1) of the number of appointed members.

Service Department/Resource Person

Community Development will act as the responsible department for the Economic Development Advisory Committee. Staff support will include:

- Manager of Economic Development and Tourism
 - Act as an information resource.
 - Provide guidance and advice and remain impartial during discussions of committee matters.
 - Orientation of Committee members at the first meeting after council appointment.

- Ensure that any recommendations proposed by the committee do not contradict budget, by-laws, policies, and procedures.
- Prepare any necessary reports for Council's consideration.
- Administrative Coordinator of Economic Development and Tourism
 - Coordinate Committee meeting logistics.
 - Distribute correspondence to Committee members.
 - Prepare meeting agendas in consultation with Committee Chair.
 - Produce the minutes of all meetings.
 - Submit the minutes of all meetings to the Clerk for distribution to Council.

Preparation of the Agenda

The Community Development department shall distribute the documentation for members of the committee no later than Friday preceding the committee meeting. The service shall ensure that the agenda is available for the public during that day on the City's website.

Frequency of Meetings

Meetings will be held every four (4) months for a minimum of three meetings per year, or as established by the committee's responsible service.