

TERMS OF REFERENCE

PEMBROKE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

1 PURPOSE

- 1.1 The Pembroke Economic Development Advisory Committee (PEDAC) will provide advice and recommendations to the Planning and Development Committee of the City of Pembroke on matters relating to the attraction, development, and retention of all business sectors within the municipality inclusive of manufacturing, commercial (personal services and retail), tourist, and home-based businesses. Consistency with the Official Plan will be the guiding light.

2 MANDATE

- 2.1 The Pembroke Economic Advisory Development Advisory Committee (PEDAC) will promote economic prosperity within the City of Pembroke by:
- Advising the Planning and Development Committee in developing and implementing an overall economic development strategy and plan, both in the short-term and long-term;
 - Advising the Planning and Development Committee to co-ordinate economic development strategies and initiatives with other organizations;
 - Advising the Planning and Development Committee on marketing and branding strategies to attract investment and promote local business opportunities;
 - Providing strategic planning advice on business and industrial developments as they arise in the community;
 - Assisting the Planning and Development Committee to communicate Pembroke's vision for economic development to the community; and,
 - Ensuring that the Planning and Development Committee is provided with frequent and timely updates of the Committee's activities.

3 COMPOSITION

The Planning and Development Committee shall attempt to ensure that the Pembroke Economic Development Advisory Committee is comprised of eleven (11) members, appointed by Council. Depending on the level of interest expressed by individuals and the need to have representatives from different sectors as members, Council may, at its discretion, reduce or increase the number of Committee members. When considering appointments to PEDAC, Council shall attempt to ensure that representatives from, but not limited to, the following sectors are represented: business, manufacturing, tourism and

community. Additionally, a minimum of one member of Council shall be a member of PEDAC.

3.1 Membership of the PEDAC shall be concurrent with the term of Council.

3.2 2014-2018 PEDAC Membership

Mike LeMay, Mayor
John McCann, Councillor
Jamie Bramburger
Matt Bimm
Bill Halkett
Jane Hemlin
Adam Lesco
Stephane Levesque
Dan Mellen
Michael St. Jean
Mike Thompson

4 MEMBERSHIP SELECTION

4.1 At the beginning of each Council term, the City of Pembroke shall place an advertisement within the newspaper and on its website requesting expressions of interest from individuals who are residents of the City of Pembroke. Applicants shall be required to submit a written expression of interest outlining their experience and qualifications together with an indication of the particular sector for which they represent. Council may also receive applications for membership and may appoint members to PEDAC at any time throughout its term.

4.2 Upon receipt, Council shall review all expressions of interest to select therefrom a suitable number of candidates for appointment to the Committee.

4.3 All persons appointed to the PEDAC shall be required to adhere to the established by-laws, policies, and procedures of the Corporation of the City of Pembroke that pertain to the Pembroke Economic Development Advisory Committee.

5 MEETINGS OF PEDAC

5.1 A chairperson, whose responsibility will be to chair the meetings in accordance with the City's procedural by-law, shall be selected by the Committee at the start of each Council term and one year thereafter (each chair shall be appointed for a one-year period). A vice-chairperson may also be selected for the same term as the chairperson and may act as chair when the chairperson is absent or unable to fulfill his/her duties.

- 5.2 Meeting dates and times shall be determined by the Committee. Meetings shall occur at a frequency established by the Committee that best addresses the workload and objectives of the Committee. In accordance with the requirements of the Municipal Act, notice of meeting shall be posted on the municipal website.
- 5.3 A member of the Clerk's Department shall act as a recording secretary for the Committee and, in consultation with the chair, be responsible for preparing the meeting agendas. Should a member of the Clerk's Department be unable to fulfill these duties, the Committee shall appoint an acting secretary.
- 5.4 All meetings of the Committee shall be open to members of the public.
- 5.5 A simple majority of appointed members shall constitute quorum.
- 5.6 The Committee shall be empowered to appoint ad-hoc working groups of its members to address any specific question, study, or issue. The purpose of such ad-hoc working groups shall be to make recommendations on a particular issue to PEDAC.

6 ANNUAL WORK PLAN/BUDGET

- 6.1 The Planning and Development Committee and PEDAC shall work jointly in developing an annual work plan. The allocation of fiscal resources necessary to implement the work plan shall be at the discretion of Council.
- 6.2 The PEDAC is encouraged to attend as a delegation before the Planning and Development Committee to present its annual accomplishments and upcoming work plan. Additional reports or deputations to the Planning and Development Committee shall be provided as required.

7 ATTENDANCE POLICY

- 7.1 Each member of the PEDAC shall assume an active role in the Committee's activities. After three consecutive absences, the chairperson or a staff member of the Clerk's Department shall follow-up with the absent member to determine the cause of the absences. Members who miss the three consecutive meetings without reasonable cause and/or who are not fulfilling their respective responsibilities as determined by the Committee, may be asked to relinquish their membership.