



Date Approved:
June 3, 2023

Growth & Marketing Committee – Terms of Reference

Purpose: The Growth & Marketing Committee is responsible for driving the sustainable growth and development for EUPA. The committee's focus is to plan, and develop effective marketing strategies, foster community engagement, and expand our reach to new participants, supporters, and sponsors.

Responsibilities:

The responsibilities of the Committee include, but are not limited to those listed below:

- Develop Marketing Strategies:
 - Identify target audiences and develop marketing strategies to increase visibility and brand awareness.
 - Work with EUPA staff on promotional campaigns across various channels, including digital platforms, traditional media, and community events.
 - Collaborate with internal teams to ensure consistent messaging and brand representation.
- Work with EUPA Staff & Committees to establish & execute marketing requirements for all EUPA programming, including leagues, events, tournaments for adults and youth.
- Assist with the procurement of marketing materials
 - Photography, marketing materials, merchandise (discs, swag)
- Propose an annual budget for Committee activities. The budget submission is due as stated by the EUPA's Financial calendar.
- Upon approval of the annual budget, provide the EUPA Board with a detailed breakdown of the Committee's financial activities.

Resources:

The EUPA Board of Directors in the EUPA yearly budget may allocate funds to the Committee.

All requests for use of EUPA equipment required for specific projects, programs or general Committee operations, should be presented to the EUPA Administrator for review and coordination of delivery.

Any new procurements outside of existing EUPA/Committee Resources (i.e. allocated budget) shall be brought to the EUPA Board for approval.

The Committee may engage EUPA staff for its operations. Requests for staff support shall be coordinated with the Staff Committee, unless otherwise outlined under committee roles.

The Committee may require volunteers for its operations. EUPA will assist with finding volunteers from their general membership and other volunteer resources.

The Committee may engage contractors on an as needed basis, as long as the expenditure is part of the Committee's budgetary process.

Composition:

The Committee will consist of a minimum of three (3) and a maximum of eight (8) Members.

Committee Chair:

- The Committee Chair will be nominated by the Committee and approved by the EUPA Board of Directors, and will act as a representative of the Committee. The standard appointment will be for a one year term.
- The Committee Chair may hold the position for consecutive terms, but must be approved by vote annually at the March meeting of the Board of Directors.

Committee Members at Large:

- Any EUPA Member may join the Committee, subject to Committee maximums.
- The term of office is preferred to be a minimum of 1 year with no maximum.
- All Committee Members must be members of good standing with EUPA.
- At least one Committee Member must be a current EUPA Board Member.
- There should be at least one representative from each of the Tournaments & Events, Programming, and Youth Committees in the Growth & Marketing Committee.

Executive Director:

- EUPA's Executive Director, as hired by the EUPA Board of Directors, stands on this committee.
- This is a non-voting position and does not count towards committee minimums or maximums.

Committee Roles:

Committee Chair:

- Report to the EUPA Board of Directors on Committee work.
- Schedule and chair all meetings.
- Provide leadership and direction to the Committee, and ensure the Committee is kept on track for all goals they have set for themselves.
- Monitor Committee funds, as allocated by the EUPA Board of Directors.
- Monitor tasks for execution by EUPA Staff and Committee Members.
- Monitor and respond to Committee emails (growth@eupa.ca) in a timely manner.

- The Committee Chair should also perform the same duties as Members at Large.
- Work with EUPA staff on marketing related initiatives, in particular maintaining social media and website content.
- Liaise with organizations outside of EUPA.

Members at Large:

- Contribute to the planning and execution of all Committee initiatives.
- Stay up to date on progress of all Committee work.
- It is required that each Committee Member attend scheduled Committee meetings to the best of their ability.
- Volunteer to take on the coordination of an aspect of marketing which includes but is not limited to: traditional and social media, branded merchandise, disc design, community engagement, and networking.
- Work with other EUPA committees to ensure they submit and receive their marketing requirements.

Executive Director:

- Will report to the Committee and will escalate issues as per EUPA's organizational chart.
- Liaise with sponsors and long term partners with the goal of promoting and growing Ultimate in Edmonton and surrounding area.

Voting:

All Committee decisions must be made collaboratively and follow the framework of EUPA's Rules of Order. Each Committee Member is afforded one vote, unless they are in a position that is specifically categorized as non-voting. In the case of a tie, the Committee Chair will cast a second vote. Minimum Committee size will be required for quorum (refer to 'Composition' section).

Resignation and Removal:

Written notice is to be given to the Committee Chair if a Member at Large wishes to leave the Committee. If the Committee Chair wishes to leave the role/Committee, written notice or mention at a Committee meeting must be given to all Committee Members and to the EUPA Board. A member of the Committee who does not attend three consecutive meetings, and gives no explanation as to why they were not present, is considered to have resigned.

The voting Members of the Committee may, by a resolution passed by a majority of not less than two-thirds (2/3rds) of the votes of such Members at a meeting called for such a purpose, remove any Member, including the Committee Chair, before the expiration of their period of membership. Notice of such removal shall be provided to the Board.

Meetings:

Meetings will take place as required, with a minimum of 4 times a year. The suggested meeting schedule will be:

January Create marketing plan for the upcoming year
March Marketing for summer programming
July Marketing for fall programming & school programs for youth
September Marketing for winter programming & to discuss next year's budget

Committee Members will be provided with a minimum of one week's notice before all meetings. Circumstances permitting, meetings will take place in person; attendance via electronic methods will also be accepted.

The meeting agenda will be prepared by the Committee Chair and shared with all Committee Members through Google Docs or email at least 3 business days prior to the meeting.

Additional Committee discussions, outside of meetings, may occur through email, or other online communication (e.g. Slack). Committee decisions, outside of meetings, shall be completed according to the details outlined under the section 'Voting' and documented through email, saved to the google drive or added as an agenda item at the next Committee meeting, to ensure all Committee Members are kept up to date with Committee work and discussion.

Records and Reporting:

The Committee meeting minutes will be recorded by a Member of the Committee and will be saved in the Meeting Minutes folder on the Google Drive, available to all Committee Members and EUPA staff following the meeting through Google Docs.

The Committee Chair or a designated representative of the Committee will provide a report to the Board at the EUPA board meetings.

Related policies / Bylaws:

The Committee will ensure all goals and work are aligned with EUPA's Strategic Plan with a specific focus on growth, community, and communication.

Review: The Committee's Terms of Reference will be reviewed by the Committee and approved by the Board annually at the March meeting of the Board of Directors. **Next review: February 28, 2024.**