

# **Advocacy Advisory Standing Committee**

## **TERMS OF REFERENCE**

### **1. Name and Type of Committee**

Advocacy Advisory Standing Committee

### **2. Statement of Purpose**

The Advocacy Advisory Standing Committee is a committee, formed for the specific purpose of developing and implementing an advocacy plan to ensure that work of the City of Lethbridge is shared and communicated with partners and other levels of government.

### **3. Duties and Responsibilities**

- a. Act in an advisory capacity to City Council, the City of Lethbridge and community partners on issues relevant to Advocacy and the community;
- b. Establish and implement the Advocacy Framework;
- c. Inform Council decisions over present-day advocacy planning by recommending advocacy priorities for the issues Lethbridge wants to address in the immediate, near and long-term;
- d. Refine information about issues before Council so they may be presented in a way that demonstrates alignment with the Council's strategic priorities and advocacy agenda;
- e. Foster and enhance relationships with other orders of government (development of a relationship map);
- f. Facilitate Council and administration meetings with regional municipal partners, MLAs, MPs and other municipal advocacy organizations including AUMA, RMA, FCM and Mid-Sized Cities consortium;
- g. Develop an advocacy stakeholder matrix and tracking tool for critical relationships;
- h. Define the advocacy cycle of municipal, provincial, federal, community and industry priorities, and develop an appropriate advocacy schedule;
- i. Develop advocacy materials to support these efforts (e.g. backgrounders, MLA briefings, etc.);
- j. Oversee the development & implementation of a strategic communications plan to serve advocacy efforts; and

- k. Conduct relevant research and consultation that addresses current, emerging and future concerns of Lethbridge advocacy.

#### **4. Composition**

##### **a. Voting Members**

- i. Mayor, Deputy Mayor, and Acting Mayor

##### **b. Resource and Support**

- i. Corporate Communications Manager;
- ii. Chief of Staff to the City Manager; and
- iii. Office of the City Clerk.

##### **c. Presenters**

- i. The Committee may invite any external presenters to the meetings.

#### **5. Term of Appointment**

- a. To be appointed by City Council on an annual basis at the organizational meeting.

#### **6. Process and/or designation of Chair and Vice-Chair**

- a. The Chair will be appointed by Council and Vice-Chair will be appointed by the voting members at their first meeting.
- b. The Chair, or in their absence, the Vice-Chair, will preside at every meeting and shall vote on all questions submitted.

#### **7. Quorum/Meeting Frequency**

- a. A quorum of the Committee is a majority of the voting members
- b. Meetings will be held on the fourth Friday of the month at 9:00 AM or as deemed necessary by the Chair.

#### **8. Reporting, Review and Evaluation**

- a. The Committee will report to the Governance Standing Policy Committee.
- b. An evaluation of the impact and achievements of the Advocacy Advisory Standing Committee will be provided to the Governance Standing Policy Committee annually.