

Cliffs of Fundy Geopark Marketing Committee Terms of Reference

Purpose

The Marketing Committee provides a leadership role and consultation to the Geopark for all matters related to our marketing including (but not limited to):

- Print and radio advertising
- Social media
- App
- Website
- Printed publications and brochures
- Promotional activities
- Kiosk signage
- On-site story boards and interpretive panels
- The design of logo-branded clothing and souvenirs (wearables and swag)

Accountability

The Marketing Committee reports through the committee chair to the Geopark Manager and is ultimately accountable to the Board of Directors.

Membership

The Manager, in conjunction with the Committee Chair (if one has already been appointed), will make recommendations to the Board for membership in the committee. The Board will ratify members to the Marketing Committee at the beginning of each fiscal year. The Marketing Committee will consist of a suggested minimum of 8 and a suggested maximum of 10 members representative of the scope of the Geopark and shall aim to include the following:

- One Geopark Board member
- Geopark Manager
- One staff support person from either Cumberland or Colchester Counties
- Two tourism operators (accommodations, food service, tour provider, etc.)
- One community member
- One member from the media
- One member with digital skill sets

The administrative assistant of the Geopark will be an ex-officio member of the committee and will provide assistance as needed including taking minutes, circulating agendas and maintaining files and records.

Term of Appointment

Committee appointments shall be for staggered terms of one, two or three years, with the term to commence on the first day of April and end on the thirty-first day of March of the appropriate year. If there are vacancies on the Committee, new members may be

appointed to fill those vacancies mid-term, according to the process described under “Membership” above. A committee member may serve a maximum of 2 terms on this committee without stepping aside for at least one term. This appointment process will ensure a regular turnover on the committee and the opportunity for fresh ideas to be brought forward while still retaining the historical knowledge of the work of the committee. Where appropriate and necessary, the Board may approve an extension beyond two terms.

Chair of the Committee

The Marketing Committee will elect a Chair of their committee for the coming year from among current members in April of each year. The Chair can serve for two terms.

Functions

The Marketing Committee will:

- i. Develop a marketing and branding strategy for the Geopark utilizing the Canadian Geopark Network’s and CCUNESCO’s Marketing and Branding Strategies as a guideline to ensure our marketing is complimentary and inclusive.
- ii. Design a tourism map, that in addition to the geosite locations, features a “*Things To Do*” section.
- iii. Work with the Geopark graphic design consultant in the design and production of any printed Guide Books, maps or promotional brochures for the Geopark, working within approved budgets.
- iv. Collaborate with the geoscientist and the Geo-conservation Committee on the development of content for any promotional materials to ensure the geological content is accurate, appropriate and complete.
- v. Design and develop promotional materials designed to attract the scientific community, whether that be researchers, university groups, international travellers or independent vacationers, as well as leisure travellers.
- vi. Collaborate with the Education Committee on the development of content for any promotional materials aimed at schools and the the leisure traveller to ensure the content is engaging, accurate and compliments the Tourism Nova Scotia marketing strategy.
- vii. Consider the promotional needs of the Geopark for attendance at industry trade shows, tourism events and major conferences. Develop, design and produce appropriate support materials within approved budgets.
- viii. Investigate the ways and means and opportunities to have the Geopark boundaries overlaid on the Google mapping system.
- ix. Develop web and digital content to meet the needs of the Geopark including, but not limited to:
 - Visitor travel information
 - Interactive mapping
 - Searchable database of service providers
 - Merchandise sales options
 - Links to other Geoparks

- Programming, special event and educational opportunities
 - Links to suggested itineraries developed by Geopark partners
- x. Collaborate with the Infrastructure and Education Committees and within the adopted interpretive strategy in the design and production of story boards and kiosk maps/signage to depict the common story line of the Geopark.
 - xi. Investigate and recommend promotional merchandise logo items for the Geopark to sell.
 - xii. Develop a standard of protocol and application criteria to permit our partners and tourism service providers (and others) to use the Geopark logo on their websites, signage, logo wear, souvenirs or any other applications.
 - xiii. Represent the Geopark at partner meetings or other events or occasions relevant to the work of the committee.
 - xiv. Prepare an annual budget for the Marketing Committee at least a month in advance of budget deliberations by the Board of the Geopark for the coming year. Budget deliberations will usually be held in February annually, with a goal of passing the budget in March.
 - xv. Review the Terms of Reference and membership requirements of the Marketing Committee at least annually and make recommendations for any changes or updates to the Manager.