

## Placemaking Advisory Committee (PAC)

### Terms of Reference

#### Purpose of this Committee:

To serve as an advisory committee to Council, ensuring that municipal initiatives align with the long-term vision of the Municipality of Callander. The Committee is responsible for:

- Advising on the implementation of key municipal plans, including the Official Plan, Strategic Plan, Parks and Recreation Master Plan, and other long-term initiatives. Specifically, the Committee shall assist in advancing the strategic priorities outlined in the Strategic Plan 2025-2028, including but not limited to:
  - encouraging pedestrian linkages,
  - supporting park and trail development,
  - enhancing Callander's downtown and waterfront,
  - promoting active transportation, and
  - strengthening Callander's community identity.
- Monitoring progress toward achieving strategic objectives and providing recommendations to enhance implementation.
- Safeguarding and strengthening Callander's identity by advising on beautification, placemaking and community enhancement efforts.
- Recommending and supporting initiatives that maximize municipal impact within the scope of beautification, public spaces, and community identity while staying within the committee's mandate.
- Collaborating with municipal staff to plan for the yearly beautification and community enhancement budget.
- Encouraging members to identify innovative approaches that increase efficiency and impact within the committee's defined scope.
- Managing the Beautification Sub-Committee, whose purpose is to support the work of the Placemaking Advisory Committee (PAC) and focus on the hands-on implementation of beautification initiatives.

#### Members:

- Council will appoint five (5) members, who must be residents of the Municipality of Callander.
- Members should, though not required, have some knowledge or experience in community development, beautification, strategic planning or related fields.
- The term of the Committee is concurrent with the Term of Council. Replacement members shall be appointed by Council Resolution as required.

- Municipal employees shall not serve as appointed members. The Committee shall include one (1) member of Council as a voting member, but this individual shall not serve as Chair.
- A majority of the members constitutes quorum for transacting the Committee's business.
- If five community members cannot be recruited, vacancies may be filled by Council representatives, but an elected Council member shall not serve as Chair.

### Committee Responsibilities:

The Placemaking Advisory Committee shall:

- Monitor and support the implementation of projects and work plans as outlined in municipal strategies, ensuring progress is tracked through regular reports to Council.
- Ensure all recommendations align with Council's vision and strategic objectives.
- Encourage community engagement by promoting public participation in municipal projects and identity-building initiatives.
- Support the Municipality's Communication and Community Engagement Policy by promoting transparent information sharing and encouraging meaningful public input on identity-building initiatives.
- Advise on municipal aesthetics and design guidelines, ensuring proposed changes align with Callander's brand, identity, and long-term vision.
- Evaluate and recommend enhancements within the committee's mandate, ensuring adherence to established municipal design guidelines, including:
  - Partnerships with community groups and local organizations for beautification efforts.
  - Volunteer-led initiatives for public space improvements.
  - Recommendations on public space enhancements that contribute to Callander's unique identity.
- Assist in defining and prioritizing projects, ensuring that all proposed developments comply with Callander's design guidelines for beautification and community enhancement within the municipal budget and 10-year capital implementation plans.
- Advise on place-based projects, including downtown and waterfront improvements, public spaces, signage, and branding elements.
- Collaborate with volunteers and community groups to support beautification efforts and identity-strengthening initiatives.
- Maintain public confidence by ensuring objectivity, integrity, and impartiality in all recommendations to Council.
- Maintain confidentiality where necessary and comply with the Municipal Freedom of Information and Protection of Privacy Act.
- Prepare for and actively participate in meetings, ensuring thorough review of materials and constructive engagement in decision-making.
- Uphold the Terms of Reference and proper decorum when representing the Municipality of Callander in public forums.

- Apply force multiplier thinking where appropriate, identifying innovative strategies that enhance project efficiency and impact.

To ensure the Placemaking Advisory Committee effectively integrates innovative thinking, members will be encouraged to explore and apply the concept of force multipliers. Each meeting shall include a designated agenda item where members:

- Identify potential force multipliers related to ongoing or proposed projects.
- Discuss creative partnerships, volunteer-driven efforts, and resource-efficient strategies.
- Evaluate past initiatives to determine successful applications of force multiplier thinking.

Additionally, committee members will undergo an initial orientation on force multipliers during their mandatory training session. This training will provide them with practical tools to recognize and apply high-impact strategies effectively.

By fostering this approach, the committee will maximize its impact on beautification, community engagement, and identity-building, ensuring Callander remains a vibrant and welcoming municipality.

The Beautification Sub-Committee serves as the primary group responsible for executing beautification efforts within the community, ensuring a tangible and visible impact on Callander’s public spaces. The Committee shall:

- Be composed of volunteers from the community, with at least one PAC member acting as a liaison.
- Meet seasonally to coordinate efforts for planting flowers, decorating the municipality for holidays, and maintaining public beautification projects.
- Operate under the guidance and strategic direction set by the PAC, ensuring all activities align with the municipality’s long-term vision and beautification plans.
- Collaborate with municipal staff to access resources and ensure compliance with municipal policies.
- Provide regular updates to the PAC on completed and upcoming initiatives.

#### Committee Position Roles:

##### **The Committee Chair**

- Ensures the effective operation of the committee, in accordance with municipal procedures and these Terms of Reference
- Calls meetings to order and schedules additional meetings as necessary.
- Facilitates discussions to maintain focus on strategic objectives.

##### **The Secretary** (Municipal Staff – Non-Voting)

- Prepares agenda and motions, and minutes at all Committee meetings.
- Prescribes notice of meetings and ensures records are maintained within the municipal meeting portal.
- Circulates minutes and updates to committee members and the Municipal Clerk.

- Provides administrative support and procedural guidance to ensure compliance with the Terms of Reference.

#### **Council Representative (Voting Member)**

- Services as a liaison between the Committee and Council, updating both parties on relevant matters
- Votes on committee decisions but does not serve as Chair.

#### **Staff Representative (Non-Voting Member)**

- Provides impartial guidance and advice to the committee.
- Ensures procedural compliance with the Terms of Reference.
- Supports municipal projects by providing technical insights and background information.

#### **Meeting Structure**

- The Committee shall convene for a mandatory training session at the start of the term.
- At the first meeting, the Committee shall elect a Chair.
- Regular meetings shall be scheduled bi-monthly (January, March, May, July September and November), with additional meetings convened as necessary.
- If a member is unable to attend a meeting, they shall inform the Chair or Secretary.
- If a member is absent for three consecutive meetings, Council may terminate their appointment and appoint a replacement resolution.
- In the absence of the Chair, the Committee shall appoint an Acting Chair for that meeting.

#### **Public Access**

All Committee meetings shall be fully accessible to the general public.

#### **Rules of Procedure to be Followed by this Committee:**

The Committee shall follow the Municipality's Procedural By-law when it comes to notice of meeting, agenda, minutes, motions, and adjournment.