



Ad Hoc Communications Committee Charter

Background

The Woodlands Township's 2034 Strategic Plan emphasizes Focus Area 2: Providing effective two-way communications with The Woodlands' constituents is essential as the community's leadership and operating structures evolve. As long-term governance structure is solidified in the coming years, it will be important to develop an atmosphere of trust and transparency within the community.

The Board of Directors recognizes its responsibility to lead by example in establishing clear priorities, strengthening transparency and ensuring residents have meaningful opportunities to engage in governance level discussions.

Purpose

The purpose of the Ad Hoc Communications Committee is to support Board led communications initiatives and priorities that enhance transparency, trust and public understanding of governance matters. The Ad Hoc Committee shall focus on Board level initiatives, including Board priorities, strategic planning direction, budget communication and governance and policy related matters under the oversight of the Board of Directors.

The Ad Hoc Committee shall not engage in or oversee the daily operations of The Woodlands Township Communications Department, which is managed by the President and Chief Executive Officer.

Composition of the Committee

The Ad Hoc Communication Committee will consist of no more than three (3) Township Directors, as appointed by the Township Chairman of the Board. The majority of the Board of Directors creates the Ad Hoc Committee and associated appointments to the Ad Hoc Committee. The existence of the Ad Hoc Committee and the appointments shall be for the duration of the stated purpose, or until successors are assigned.

Committee Objectives

The Township Board establishes the specific initiatives to be considered by the Committee, which may be amended from time to time by the Township Board of Directors during the term of the Committee. The Ad Hoc Communications Committee is initially charged with working with

developing recommendations to the full Board on the on the following tasks in conjunction with staff:

1. Identify specific Board priorities that require enhanced communication to residents, including initiatives, policy decisions and funding allocations approved by the Board.
2. Provide input on the design of The Woodlands Express bus wraps as a Board funded and publicly visible initiative.
3. Evaluate and provide recommendations on the development of a Township podcast or similar program.
4. Review communication performance metrics and reporting tools and provide recommendations to ensure alignment with Board expectations.
5. Evaluate and recommend specific tools and processes for gathering public input on Board level decisions, including surveys, public meetings and digital engagement methods.
6. Identify and recommend expanded use of video as a communication tool.
7. Recommendations on the development of Requests for Proposals for contracted services, specifically as it relates to video production.

Delegation of Authority

The Ad Hoc Committee is tasked with developing recommending strategic communication recommendations to the full Board of Directors for consideration and approval. All policy, procedural, negotiation, approval, commitment, and budget authority is reserved by The Woodlands Township Board of Directors. Any funding sources of proposed initiatives would need to be considered and determined by the majority of the Township Board of Directors.

Limitations

This Hoc Committee shall not:

- Enter into any agreements or negotiations on behalf of The Woodlands Township.
- Enact policy of any type.
- Create Committees, Subcommittees or Task Forces.
- Alter the Committee's charter without approval of The Woodlands Township Board of Directors.
- Direct The Woodlands Township staff in its operations.
- Expend funds without prior Board approval.

Duration

The Committee will remain in effect until the end of the year, or for the duration of its stated purpose if completed earlier. The Committee may be extended by the Board of Directors as needed.

Staff Members Assigned to the Committee

The Woodlands Township's President and Chief Executive Officer recommends the appropriate staff members as liaisons and participants on the Ad Hoc Committee.