

Team Greater Moncton - Terms of Reference

This term of reference document provides a framework to guide the functioning and working arrangements of “Team Greater Moncton”. Team Greater Moncton is an evolution of and an expansion of the Greater Moncton Economic Development Team.

Background

In 2017, the municipalities of Dieppe, Moncton and Riverview formally signed a Memorandum of Understanding (MOU) on Regional Economic Development Collaboration.

The Greater Moncton Economic Development Team (GMEDT) was formed in 2017, comprised of the municipalities of Dieppe, Moncton Riverview and included 3+ Corporation as the regional economic development agency. The GMEDT was tasked with implementing the 2018-2022 Greater Moncton Region Economic Development Strategic Plan.

As the communities within the Greater Moncton region continue to successfully collaborate in the spirit of aligned strategies and combined growth, it is recognized that that the stakeholder ecosystem can be updated to achieve even greater effectiveness and return on investment. It is recognized there are benefits to broader and strategic partnerships which may benefit Greater Moncton.

Vision for Team Greater Moncton

To ensure that the collective economic well-being within the region is robust, diverse, and resilient on an ongoing basis.

Mission of Team Greater Moncton

Team Greater Moncton is a forum of like-minded partners committed to making Greater Moncton a growing, prosperous and vibrant community. It acts as a catalyst for new investment, business attraction, population growth and aligning workplans to regional objectives.

Hierarchy and Alignment with Greater Moncton Regional Strategies

The Greater Moncton Region Economic Development Strategic Plan is the overarching plan guiding economic development, workforce and population growth initiatives. Sub plans such as the Greater Moncton Immigration Strategy and the Greater Moncton Regional Workforce Development Strategy are aligned to and were created out of the direction established by the Greater Moncton Region Economic Development Strategic Plan.

Subsequently, Team Greater Moncton is the facilitator of the Greater Moncton Region Economic Development Strategic Plan whereas the Greater Moncton Local Immigration Partnership is responsible for the Greater Moncton Immigration Strategy and the Southeast Labour Market

Partnership is responsible to deliver on the Greater Moncton Regional Workforce Development Strategy. See Appendix B.

Key Areas of Focus of Team Greater Moncton

Team Greater Moncton will focus its work primarily on facilitating the implementation of the key objectives of the Greater Moncton Region Economic Development Strategic Plan (2018-2022):

1. Team Approach / Regional Client Service Model
2. Business Expansion – job growth from the current employment base
3. Investment attraction
4. Communications and marketing of Greater Moncton and the Greater Moncton brand

Team Greater Moncton will support 3+ Corporation in its delivery of areas of responsibility as defined in the Service Level Agreement (SLA) with the municipalities. Per the 2022-24 SLA, 3+ Corporation will be responsible to deliver the following Services and Deliverables:

- I. Workforce Development;
- II. Entrepreneurship and Business start-up;
- III. Communications and marketing related to Workforce Development and Entrepreneurship and Business Start-Up services.

Governance of Team Greater Moncton

The work of Team Greater Moncton is guided by a cross-section of economic development stakeholders and supported by working groups responsible for select priority areas identified in the Strategic Plan

1. Where a Memorandum of Understanding on Regional Economic Development Collaboration was signed between Dieppe, Moncton and Riverview, the MOU defines that the municipal representatives from Team Greater Moncton shall formally report to the Chief Administrative Officers of Dieppe, Moncton and Riverview on a quarterly basis.
2. Further, the municipal representatives from Team Greater Moncton shall ensure that an annual update to the respective Councils of Dieppe, Moncton and Riverview at a joint meeting of the tri-community Councils is delivered.
3. Team Greater Moncton may also establish ad hoc working groups or committees to provide knowledge, expertise and support to deal with economic or time sensitive issues, and determine their composition, roles and responsibilities.

4. Team Greater Moncton may nominate and select a Chairperson, from the representative partners, as a facilitator.
5. Members of Team Greater Moncton and the ad hoc working groups or committees shall sign a letter of understanding confirming their commitment and their willingness to support the purpose, principles and policies of Team Greater Moncton to comply with its code of conduct and conflict of interest.

Goals of Team Greater Moncton

1. Regular collaboration to advance the key focus areas identified above.
2. Position the region in a way that can be leveraged by the Province of New Brunswick and Federal partners to achieve mutual growth and development goals.
3. Become recognized as a national and international region of excellence with respect to economic success, business growth and workforce development.

Guiding Principles

1. Create an environment of collaboration that promotes acceptance, honesty, accountability, trust and fairness.
2. Encourage and support new ideas and creative strategies which will enhance the delivery of services to new investors, entrepreneurs and workers.
3. Ensure that services are available in both Official Languages.
4. It is recognized and respected that, individual organizations have the right, as unique entities, to take an independent position on matters related to or unrelated to the collective work and objectives of the expanded Team Greater Moncton.

Composition

1. Team Greater Moncton is composed of two categories of members: one representative each from stakeholder organizations and members at large.
2. Key stakeholder organizations, representing stakeholder organizations include the three municipalities, 3 Plus Corporation, Opportunities New Brunswick, ACOA, Working New Brunswick, Chamber of Commerce for Greater Moncton, Regional Service Commission and other members representing key areas of intervention or sectors identified in the regional economic development strategy.
3. Team Greater Moncton membership shall be within the range of 11 to 15 members at any given time.

4. Members at large are individuals from the business community who may be requested to participate on ad hoc working groups or committees.

Representation	Stakeholder Agency
1. Entrepreneurship / Entrepreneuriat (1)	3+ Corporation
2. Labour Force Development / Développement de la main d'œuvre / (2)	Southeast Labour Market Partnership – présidence / Chair
	Working NB / Travail NB
3. Growth Sectors / Secteurs en croissance / (3)	ONB – Sector Développement / Development
	Chamber of Commerce for Greater Moncton
	ACOA / APÉCA – Regional Office / Bureau régional
4. Attraction et investissement / Investment Attraction (2)	ONB – Investment / Investissement
	ACOA / APÉCA - Investment / Investissement
5. Permis, licences, réglementation et enregistrement / Permits, licenses, regulations and registration (3)	Municipalities / Municipalités - Dieppe, Moncton & Riverview
6. Autres représentations Other representatives	Greater Moncton Local Immigration Partnership / Partenariat local en matière d'immigration
	Regional Service Commission
	Expansion Dieppe
	MID
	Greater Moncton Roméo LeBlanc International Airport
	Destination Marketing Organization (DMO)

Roles and Responsibilities of the Chair:

1. Provide community leadership to Team Greater Moncton.
2. Support development of meeting agendas in consultation with the members and ensure discussion content at meetings is related to issues of the agenda.
3. Chair meetings of Team Greater Moncton.
4. Encourage the role of members in strategic planning/ action planning including working groups.

5. Serve as primary spokesperson for Team Greater Moncton.
6. Perform other governance duties as may be necessary for effective team leadership.
7. Ensure that team membership includes all relevant stakeholders.
8. Ensure that Team Greater Moncton members follow the agreed Terms of Reference.

Roles and Responsibilities of Team Greater Moncton

1. Develop a Greater Moncton Region Economic Development Strategic Plan beyond the 2022 Plan.
2. Establish Working Groups to carry on specific components of the Strategic Plan.
3. Monitor the implementation of the Strategic Plan and annual work plans.
4. Establish, as needed, ad hoc Working Groups and Committees to deal with emerging or time sensitive issues. Working groups for consideration may be:
 - Regional Economic Development Strategic Plan
 - Regional Client Service Model
 - Business Expansion – Job Growth from Current Employment Base
 - Investment Attraction
 - Regional communications and marketing
 - Key infrastructure
 - Post-secondary

Responsibilities of Team Greater Moncton Members

1. Prepare for meetings, having read the correspondence and circulated reports in advance to ensure work of Team Greater Moncton is moved forward.
2. Provide input that reflects the sector they represent and consider the needs of the broader community.
3. Team Greater Moncton members are expected to attend all team meetings. It is recognized that council members may be unable to attend some meetings due to conflicts with other commitments or other unforeseen circumstances. An attendance rate of at least 75% is expected.

When a council member fails to attend 75% of the council meetings in a 12-month period, or is absent for three consecutive meetings without reasons, the Chair shall discuss the reasons for the absences with the member and explore options to make the attendance rate better.

Meetings

1. Team Greater Moncton meets at least six times (6) a year

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2. The draft agenda is prepared by the Chair and circulated to the members at least five days prior to each meeting.
3. Members shall send to the Chair suggested amendments or additions to the draft agenda at least three (3) days prior to the meeting.
4. Supporting documentation, including reports, shall be sent to the members at least five (5) days prior to the meeting.

Quorum

A majority of members, or their substitutes, shall constitute quorum for all meetings of the expanded GMEDT.

APPENDIX A

The following is an overview of the areas of responsibility and transitioning of roles as Team Greater Moncton is established.

Areas of Responsibility	2020	2021	2022	2023	2024
Develop Team Greater Moncton Terms of Reference		M 3+			
Establish Team Greater Moncton		G			
Renew / refresh the Regional Economic Development Strategy 2023-2028			G*		
Coordinate implementation of 2023-2028 Regional Economic Development Strategy				G	G
Regional Client Service Model	3+	3+	G*	G*	G*
Business expansion (BRE) - job growth from current employment base	N/A	N/A	G*	G*	G*
Investment Attraction	3+	3+ to G*	G*	G*	G*
Regional Communications and Marketing	3+	3+ to G*	G*	G*	G*
Workforce Development	3+	3+	3+	3+	3+
Entrepreneurship and Business Start-Up	3+	3+	3+	3+	3+
Communications and Marketing related to Workforce Development and Entrepreneurship/Business Start-Up (within the Greater Moncton Region, the Southeast Region, the Province or out of Province, as necessary)	3+	3+	3+	3+	3+
Legend					
3+	3+ Corporation				
G	Team Greater Moncton				
M	Municipalities				
G*	Team Greater Moncton Working Groups: Regional Economic Development Strategic Plan Regional Client Service Model Business Expansion – Job Growth from Current Employment Base Investment Attraction Regional communications and marketing (outside NB)				

Appendix B

Hierarchy of Strategies and Working Groups

**Greater Moncton Regional Economic Development Strategy
2018-22**

Team Greater Moncton

**Greater Moncton Regional
Workforce Development
Strategy 2019-24**

Southeast Labour Market
Partnership (SLMP)

**Greater Moncton
Immigration Strategy
2019-24**

Greater Moncton Local
Immigration Partnership
(LIP)