



**Caledon Minor Hockey Association  
Change(s) to the Constitution  
Notice of Motion Form**

**ADD**

**CHANGE**

**DELETE**

*(circle one response)*

By-Law: CMHA By-Law Number One  
Section: 10 A ii. Number of Directors

**AMENDED By-Law (Add, Change, Delete)**

Add an additional Director - VP of Communication & Marketing

**RATIONALE**

Having one person in charge to ensure a clear message and continuing to grow our impact on social media is so important. Our viewership on our socials far surpasses our web page and is how a majority of our members get information about the association. This way, the person in charge is at all meetings and can use information gained to keep our socials relevant and active. This role would include the following duties:

1. Maintain and enhance the organization's brand identity through consistent messaging and visual representation
2. Promote all organization events, contests and promotions
3. Act as a liaison between all event committees and the board
4. Track and report metrics on engagement of social media
5. carry out other duties as assigned by the Board, the Executive Committee, or the President.

**CONTACT INFORMATION**

Submitted by: Deanna Smith

Date: May, 13, 2024