

Strategic Volunteer Mandate for Carmela Martinez

Introduction

Carmela Martinez serves as a volunteer Board Member of the Bouchard Creek Foundation (FRB), bringing the unique perspective of a Dorval resident, private sector CEO, and neighbor to the creek. Her mandate combines strategic leadership in communications with hands-on community engagement and operational oversight, positioning her as a key driver of FRB's visibility, influence, and citizen mobilization in Dorval.

Mandate Objectives

- **Strategic Communications and Community Engagement:**
 - Design and implement FRB's communications strategy, with a focus on strengthening visibility and engagement among Dorval residents.
 - Create and manage social media content that reflects FRB's mission, activates citizen participation, and supports both fundraising and volunteer recruitment goals.
 - Coordinate directly with staff at Dorval City Hall to optimize the use of municipal communications infrastructure and to integrate FRB into major public events and campaigns.
- **Volunteer Recruitment and Management:**
 - Lead recruitment of Dorval-based volunteers with diverse operational skill sets.
 - Supervise and support these volunteers in their roles to ensure alignment with FRB objectives and effective contribution to key initiatives.
- **3D Model Leadership and CSA Collaboration:**
 - Provide direction and logistical support for the 3D printing of the 2m x 2m physical model of the Bouchard watershed, in collaboration with CSA educators and students.
 - Strengthen FRB's relationship with Collège Sainte-Anne by leveraging her professional network and ensuring alignment between FRB strategic goals and CSA educational initiatives.
- **Audiovisual Content Development:**
 - Lead the design and production of compelling audiovisual content that supports FRB's strategic goals, particularly in fundraising, education, and volunteer mobilization.
 - Ensure all content reflects the Foundation's identity, values, and aspirations while resonating with key stakeholder audiences.
- **Scalability and Reusability:**
 - Ensure that all public-facing artefacts—including social media content, video assets, volunteer engagement tools, and the 3D model—are designed to be scalable and reusable by other urban watershed restoration initiatives, starting with the Island of Montreal.

Strategic Volunteer Mandate for Carmela Martinez

Special Conditions of the Mandate

- Perform the role as an active Dorval-based board member with both strategic input and hands-on execution responsibilities.
- Coordinate frequently and fluidly across FRB's volunteer network, municipal partners, and educational collaborators.

Expected Deliverables

- A coherent and engaging communication strategy deployed through multiple channels.
- Increased citizen awareness and participation from Dorval residents.
- Completion and public showcasing of the 2m x 2m 3D model of the Bouchard watershed.
- Strengthened relationship between FRB and CSA, enabling deeper academic and community collaboration.
- A sustainable and effective volunteer recruitment and management program rooted in Dorval.
- High-impact audiovisual materials aligned with FRB's identity and used in fundraising and outreach campaigns.

Duration of the Mandate

This mandate will continue for the next twelve months, beginning in June 2025, and will be reviewed annually to ensure it remains aligned with FRB's evolving strategic priorities and community objectives.

Validation and Monitoring

Quarterly progress reviews will be conducted with the FRB Board of Directors to assess communication effectiveness, volunteer impact, project milestones, and overall alignment with FRB's strategic direction.