

Minutes of the
Marketing & Communications Committee Meeting
Salt Spring Island Fire Protection District

Meeting held: **March 17, 2016**

In attendance:

Committee Members: Michael Craig, Howard Baker, Ron McColloch, Maxine Leichter

Staff Members: Acting Chief Arjuna George, Corporate Administrator and Financial Officer Andrew Peat

Recording Secretary: Sarah Shugar

Others: Trustee Linda Lee

The meeting was called to order at 1:07 p.m.

1. Approval of Agenda

A proposed agenda was circulated to members prior to the meeting.

By general consent, the agenda was accepted as presented.

2. Minutes

2.1 Approval of Minutes of the January 21, 2016

The minutes of the January 21, 2016 meeting were distributed prior to the meeting.

Motion that the minutes of January 21, 2016 meeting be approved as circulated, moved by Committee Member Leichter.

CARRIED

3. Correspondence

3.1 George - Craig (2016 0221) Salt Spring Exchange column

Acting Chief George presented an update regarding the option to have a regular column in the Driftwood newspaper and / or the Salt Spring Exchange.

By general consent, the Marketing and Communications Committee agreed Acting Chief George would follow up regarding costs.

By general consent, the Marketing and Communications Committee agreed Acting Chief George, CAO Peat and I. Beck would draft a demo

column regarding the new open burning bylaw and permits for the Salt Spring Exchange by April 15, 2016.

By general consent, the Marketing and Communications Committee agreed to direct staff to post a notice in the Driftwood newspaper regarding the new open burning bylaw and permits.

H. Baker arrived at 1:15 p.m.

3.2 Beck-Craig (2016 0304) Social Media

Acting Chief George provided an update regarding social media and highlighted the District Facebook page has been an effective communication tool.

The correspondence items were received.

4. New Business

4.1 Canvas public members on willingness to continue to serve on committee

CAO Peat advised that committee terms expire at the AGM and Chair Craig called for interest in reappointment. R. McColloch advised he is not willing to stand for reappointment and M. Leichter advised she is not willing to stand for reappointment although she is willing to continue until the vacancy is filled, up to a maximum of three months. Committee Chair Craig acknowledged Committee Member McColloch and Committee Member Leichter and thanked them each for their service.

L. Lee arrived at the meeting at 1:45 p.m.

4.2 Proposed Communications Policy (Draft Policy 2016 0216)

CAO Peat reported he is developing a Policy Manual and the intention of the communications policy is to designate spokespersons for the District. Acting Chief George reported there is not an orientation handbook at this time, although there is a collection of materials.

The following amendments were suggested for consideration:

- Page 1 – add scope: this policy applies to all employees of the District, Trustees and Committee Members
- Page 1 – replace Salt spring with Salt Spring
- Page 2 - remove “an orientation handbook will be provided new employees and will also be available on the District’s website”

- Page 2 – remove “ An updated organizational telephone and contact lists will be proved to staff and trustees to enhance customer service and internal referrals
- Page 2 – replace “In the event of an issue regarding operations, or specific technical background and knowledge, the Chair may appoint the Fire Chief or another staff spokesperson.” with “In the event of an issue regarding specific technical background and knowledge, the Chair may appoint the Fire Chief or another staff spokesperson”
- Page 2 – remove “Staff and trustees will notify the Administrator immediately if they become aware of any incorrect information that significantly influences the public’s perception of a District matter. The Chair together with the Administration or Fire Chief, as most appropriate, will decide on whether a correction will be requested or if a District response is necessary and under which format.”
- Page 3 – remove “In addition the District will maintain a third website for internal use by staff and trustees.”
- Page 3 – replace “decision” with decisions”
- Page 3 – replace “ The District reserves the right to edit material received from candidates and it will be posted to the website as a PDF file and should not exceed three (letter size) pages in length. with “ The District reserves the right to accept or reject materials received from candidates. If materials are rejected candidates will be advised and be given the opportunity to revise their submission.

Motion that the Marketing and Communications Committee recommend the Board adopt the draft Communications Policy as amended moved by Committee Member Leichter.

CARRIED

L. Lee left the meeting at 2:05 p.m.

4.3 Proposed Document Management Policy (Draft Policy 2016 0217)

4.3.1 Staff memo 23 February 2016 regarding Document Management Policy

There was discussion regarding the document management policy.

The following amendments were suggested for consideration:

- Page 2 – remove “The records and information management policy is enabled through District’s records and information management operational guidelines which includes the following components: Records Classification System and Retention Schedule as defined by the B.C. Government Administrative Records Classification System (ARCS) which

provides standard methodology for records classification and retentions of records; Records Management Procedures which establishes guidelines for records management practices; Vital Records Program which establishes a method of protection for the District's vital records; Records Management Training Program establishes a standard program for improving records management knowledge; Audit Program establishes a methodology for monitoring records management program compliance. Information Security Policy establishes authority for information protection and security; and Electronic Document Records Management System (EDRMS) establishes a methodology for improving information sharing and retrieval in all media.

- Page 3 – replace “Employees of the District, whether permanent, temporary, paid-on-call member or volunteer” with “Employees of the District, whether permanent, temporary, paid-on-call member or volunteer; and”
- Page 3 – remove “subject to the Interpretation Act (RSBC 1996, c.238), the Document Disposal Act (RSBC 1996, c.99), and the Freedom of Information and Protection of Privacy Act (RSBC 1996, c.165). This includes all records that are:”
- Page 3 – replace “Records Management Manual (NEEDED)” with “Records Management Manual to be written”.

Motion that the Marketing and Communications recommend the Board adopt the draft Document Management Policy as amended moved by Trustee Baker.

CARRIED

5. Old Business □

5.1 Terms of Reference as amended for final review

CAO Peat reviewed the draft Terms of Reference and the following amendment was introduced: Page 1 – replace “quarterly” with “monthly or at the call of the Chair”.

Motion that the Marketing and Communications Committee adopt the draft Terms of Reference – Marketing and Communications Committee as amended moved by Committee Member McColloch.

CARRIED

5.2 Exchange response to Chief George – discussed in item 3.1

5.3 Walker Resource Group recommendations

5.3.1 Proposed Social Media Policy (Draft Policy 2016 0122.01)

CAO Peat presented the Proposed Social Media Policy and the following amendments were presented for consideration:

- Replace “Social Media: Online technologies and practices that are used to share information and opinions, host conversation and build relationships. Social media involves a variety of formats including text, pictures, video, audio and “live” dialogues with other participants. Examples would include: bogs (wordpress); video sharing (You Tube); social networks (Facebook); microblogging (Twitter); and photo sharing (Flickr)” with “Social Media: electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships.”
- Page 2 – second bullet clarify “Use of Technology” wording
- Page 2 – replace “ is owned by” with “is the property of”
- Page 2 – add “The social media administrator is appointed by the Fire Chief”
- Page 1 – replace “employee shall be understood” with “an employee shall be understood”
- Page 2 – “In keeping with the approach of the BC Public Service, this use is subject to the following limitations:” with “*Employees* shall:” and remove “employees” from the 5 bullets that follow;

Motion that the Marketing and Communications recommend the Board adopt the draft Social Media Policy as amended moved by Committee Member Leichter.

CARRIED

A. George left the meeting at 3:02 p.m.

5.3.2 WRG Recommendation #7 Draft Policy Public Access to Information (Leichter)

Committee Member Leichter presented the memorandum dated February 11, 2016 regarding adequacy of the current SSIFD access to information policy and procedure.

By general consent, the Marketing and Communications agreed to direct CAO Peat to update the Access to Information Policy with consideration given to the memorandum submitted by M. Leichter dated February 11, 2016.

5.3.3 WRG Recommendation #8 Public Engagement

By general consent, the Marketing and Communications agreed to table this item.

5.4 Maxine Leichter report – guidelines for and types of public involvement

By general consent, the Marketing and Communications agreed to table this item.

5.5 Website design & updating Request For Proposal (RFP)

CAO Peat reported the Web Site Design RFP and Web Site Maintenance RFP close on March 24, 2016 and three responses have been received. He advised there is an opportunity to apply for a free website design for a community group.

6. Adjournment

There being no further business, **motion** to adjourn moved by Committee Member McCulloch.

CARRIED

The meeting adjourned at 3:37 p.m.

Michael Craig
Committee Chair

Andrew Peat
Corporate Administrator