

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

Meeting held: **January 21, 2016**

**In attendance:**

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

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

Recording Secretary: Sarah Shugar

Others: 2 members of the public

The meeting was called to order at 1:02 p.m.

**1. Election of Committee Chair**

CAO Peat called for nominations for the position of Committee Chair. Committee Member Craig was nominated by Committee Member McCulloch. There being no further nominations Committee Member Craig was declared elected as Committee Chair by acclamation.

**2. Approval of Agenda**

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

**By general consent**, the agenda was accepted as presented.

**3. Minutes**

**3.1 Approve minutes of the August 14, 2015 Meeting**

The minutes of the August 14, 2015 meeting were distributed prior to the meeting.

**Motion** that the minutes of August 14, 2015 meeting be approved as circulated, moved by Committee Member Leichter.  
CARRIED

**3.2 Approve minutes of the September 10, 2015 In Camera Meeting**

The minutes of the September 10, 2015 meeting were distributed prior to the meeting.

**By general consent**, the minutes of the September 10, 2015 Marketing and Communications Committee meeting were accepted as circulated.

**4. New Business - None**

**5. Old Business**

**5.1 Committee Terms of Reference**

CAO Peat presented the draft Committee Terms of Reference.

There was discussion and the following points were noted:

- add “developing recommendations for the Board of Trustees regarding” following “The Committee is responsible for” in the Responsibilities section.
- delete “developing and reviewing” and delete “document retention” in item a;
- delete “developing” add “recommend” following “Committee” in item b;
- replace “plan” with “policy” in item c;
- delete “overseeing the development and use of” and replace “systems” with “policy” in item d;

**Motion** that the Marketing & Communications Committee agreed to replace “Corporate Administrative Officer” with “Administrator” and recommend the Board approve the Committee Terms of Reference as amended moved by Trustee Baker.

CARRIED

CAO Peat advised he would report back at the next meeting.

**5.2 Walker Resource Group Recommendations**

**5.2.1 WRG Recommendation #6 Document Management System**

CAO Peat advised he would draft a Document Management System Policy and present the policy at the next meeting.

**5.2.2 WRG Recommendation #7 Draft Policy Public Access to Information**

Committee Member Leichter presented an update.

CAO Peat advised he would distribute the Freedom of Information Policy to Committee Members and Committee Member Leichter would review and report at the next meeting.

### 5.2.3 WRG Recommendation #8 Public Engagement

CAO Peat presented an update regarding public engagement.

There was discussion and the following point was noted:

- Committee Member McColloch was previously tasked to develop a plan for public presentations and the effort has been tabled pending further direction from Trustees.

**By general consent**, the Marketing & Communications Committee agreed Committee Chair Craig would discuss the plan for the next Town Hall meeting with Chair Lee and report at the next meeting.

CAO Peat advised he would draft a statement regarding who is authorized to speak on behalf of the District and report at the next meeting.

CAO Peat advised he would look into the timeline regarding progress on the new Fire Hall and report at the next meeting.

### 5.2.4 FW Recommendation 18.01.1 - Social Media Policy

CAO Peat presented a sample of a Social Media Policy for consideration.

There was discussion and the following points were noted:

- There was discussion regarding what is the intention of the Facebook page?
- The public Facebook page has over 1700 followers at this time and is used to promote operations, equipment, firefighting related events;
- There are several private group Facebook pages for internal communications;
- Acting Chief George is the administrator for all of the District Facebook pages;

**By general consent**, the Marketing & Communications Committee agreed CAO Peat would draft a Social Media Policy for consideration at the next meeting.

## 5.3 Ron Chamney Report – Issues to be Communicated

CAO Peat presented an update regarding the SSIFRD Marketing and Communications document.

There was discussion regarding having a regular article in the Driftwood newspaper and /or the Salt Spring Exchange.

**By general consent**, the Marketing & Communications Committee agreed to recommend the Board consider the possibility of a regular column on the Salt Spring Exchange.

**By general consent**, the Marketing & Communications Committee agreed to direct Acting Chief George to contact the Salt Spring Exchange regarding a regular submission.

#### **5.4 Maxine Leichter Report – Guidelines for and Types of Public Involvement**

M. Leichter presented an update regarding the Definitions: Types of Public Involvement document.

**By general consent**, the Marketing & Communications Committee agreed to direct Committee Member Leichter to draft a Public Engagement Policy and report at the next meeting.

#### **5.5 Website design and updating**

CAO Peat presented an update. It would be a special project of the Committee to review the RFP proposals.

**By general consent**, the Marketing & Communications Committee agreed to direct CAO Peat to contact Lieutenant Ponsford regarding updating the website to include the new Trustees.

**Motion** that the Marketing & Communications Committee agreed to recommend the Board post biographies of candidates to the website and schedule All Candidates Meetings for future trustee elections moved by Trustee Baker.  
CARRIED

### **6. Adjournment**

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

CARRIED

The meeting adjourned at 2:58 p.m.

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Michael Craig  
Committee Chair

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Andrew Peat  
Corporate Administrator

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