

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

Meeting held: **October 18, 2017**  
Training Room, Ganges Fire Hall

## **In attendance:**

Committee Members: Gayle Baker, Trustee Howard Holzapfel, Stanley Shapiro  
Regrets: Trustee Chris Budd, Trustee Rollie Cook  
Trustees: Howard Baker

These minutes follow the order of the agenda although the sequence may have varied.

## **1. Call to Order**

In the absence of the Committee Chair, by general consent Trustee Holzapfel agreed to be Acting Chair and the meeting was called to order at 11:00 a.m.

## **2. Approval of Agenda**

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

By general consent the agenda was accepted as circulated.

## **3. Minutes**

The minutes of the September 11<sup>th</sup>, 2017 and September 18<sup>th</sup>, 2017 meetings were distributed prior to the meeting.

By general consent the minutes of the meeting held September 11<sup>th</sup>, 2017 and September 18<sup>th</sup>, 2017 were accepted as circulated.

## **4. Correspondence**

A letter of resignation from Jane Horsburgh was received.

By general consent it is the **recommendation** of the Marketing & Communications Committee that the Board of Trustees accept the resignation of Ms. Jane Horsburgh as a public member of the Committee.

## **5. Old Business**

### **5.1. Discuss articles in the Exchange and Driftwood**

The need for a regular flow of articles in both the Exchange and the Driftwood was recognized and Committee Member Shapiro volunteered to write the first of these articles. No final decisions were reached with regards to other aspects of a proposed Fire Board Communications Plan.

## 5.2. Discuss proposed policy “ Audio Record of Board of Trustee Meetings”

The proposed policy statement was discussed.

By general consent it was agreed that under “Policy Implementation” that the third paragraph second sentence be amended to read:

Audio recordings will be erased after **three** years unless the Board of Trustees by motion orders the permanent retention of a specific audio recording for historic or other significant reasons.

By general consent it is the **recommendation** of the Marketing & Communications Committee to the Board of Trustees that the “Audio Record of Board of Trustee Meetings” policy be approved as amended.

## 5.3. Discuss proposed revision of “Responsibilities” from Terms of Reference

Committee members discussed “Terms of Reference – Marketing & Communications Committee”.

By general consent it is the **recommendation** of the Marketing & Communications Committee to the Board of Trustees that “Responsibilities” be amended to read:

- a) **Developing** policies regarding internal and external communications of the District, including, **but not limited to** policies on privacy, **document retention**, and **Freedom of Information** requests;
- b) **Developing**, in concert with the Facilities and Physical Plant Committee recommend a comprehensive plan for public engagement on the need for replacement of **Fire Hall #1**;
- c) **Developing** a policy to ensure that the public is informed of District business, **as well as enhancing its image, via articles in the Driftwood and the Exchange**, its website, its social media accounts, print advertising, and press releases; and
- d) **When requested by the Trustees, developing and implementing a communications and marketing plan to inform and involve the public on new District initiatives.**

Committee members proposed deleting the original item d) of the Terms of Reference – overseeing the development and use of a comprehensive document management system, as doing so seems inappropriate for a Communications & Marketing Committee which lacks the necessary skills and experience such an assignment would require and has numerous other tasks to undertake.

## 5.4. Review draft “Family Guide”

By general consent it was agreed that Committee Member Horsburgh’s abridgement of a proposed “Family Guide” be tabled until the next meeting.

### **5.5. Proposed budget and need for a plan to access this budget**

By general consent it was agreed that it was too early to submit a detailed budget and that the \$1,000 initially allocated to it by the Board was sufficient for current purposes.

### **5.6. Discuss strategy regarding Fire District initiatives**

The Committee discussed at length the proposed Town Hall the Board considered at its meeting of October 16, 2017 and recommends that such a meeting be held in January 2018. Committee Member Baker volunteered to provide a report containing her thoughts as regards the nature, format and content of such a meeting.

### **5.7. Discuss other media communications such as print, Facebook, and the Fire District's website**

The appropriate use of digital media and the skills this task would require was discussed. It may be that the Committee will recommend hiring someone with this expertise.

### **5.8. Develop meeting schedule**

It was felt that normally holding Communications & Marketing Committee meetings the Wednesday after each Board meeting would be in order.

## **6. Next Meeting**

The next meeting of the Marketing & Communication Committee is tentatively scheduled for Wednesday November 8, 2017 at 4:00 p.m.

## **7. Adjournment**

There being no further business, by general consent the meeting was adjourned.

The meeting adjourned at 12:30 p.m.

---

Chris Budd  
Committee Chair

---

Andrew Peat  
Corporate Administrator