

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

Meeting held: **November 8, 2017**
Training Room, Ganges Fire Hall

In attendance:

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

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

1. Call to Order

The meeting was called to order by Committee Chair Budd 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. Delegation

Chief George joined the meeting and spoke of the communications channels now being used by Salt Spring Island Fire-Rescue. (Copy of his report attached.)

There was discussion about how existing programs and the Committee's new efforts might mutually support each other. There was discussion on ways over and above written and electronic communications that might be employed to increase SSI resident awareness of what the District does. One suggestion involved providing a closer look at day-to-day operations. While "ride-a-longs" might not be possible because of privacy concerns, the public might attend events such as training exercises. Chief George to give the matter some thought and report back.

Concern was expressed about low public turn-out for recent meetings of the Board of Trustees and how this trend might be reversed. It was generally agreed that this would require more "interesting" meetings where the topics under discussion were about items of substance – except as always matters involving discussed in an in-camera session including personnel and acquisition of real estate.

4. Approval of Minutes

The minutes of the October 18th, 2017 meeting was distributed prior to the meeting.

By general consent the minutes of the meeting held October 18th, 2017 were accepted as circulated.

5. Correspondence - none

6. Old Business

6.1. Review draft of “Family Guide”

Committee Member Shapiro commented that the abridged version of the “Family Guide” prepared by former Committee Member Jane Horsburgh was preferable to the original document because it was shorter and more positive in tone. It was suggested that the “full” version might be posted on the website.

By general consent it was agreed that the matter be referred back to CAO Peat and Chief George for comment.

6.2. Proposed Committee budget

After discussion it was agreed that rather than generate a detailed expenditure plan which might be subject to considerable revision it was preferable to recommend individual expenditures to the Board of Trustees. It was agreed that the current “budget” of \$1,000 would be sufficient for present needs including the proposed Special Meeting of Members (Town Hall).

6.3. Discuss media communication

Refer item #3 “Delegation” above.

6.4. Discuss report on purpose and scope of proposed “Town Hall” meeting

Committee Member Gayle Baker’s report was distributed to members. (Copy attached to the original minutes.) During the discussion Committee Member Gayle Baker reported that the Lions Hall was available on January 24th but if January 25th is preferred, the meeting would have to be held at the Fire Hall.

By general consent it was agreed that the proposed “Recommendations for Town Hall Meeting” be referred to the Board of Trustees for comment and feedback. It was agreed that trustees need to clarify when they want the meeting to be held.

6.5. Update regarding Salt Spring Island Foundation grant proposal

Desirability of submitting a grant proposal to assist with the purchase of an aerial apparatus was discussed. Concern was expressed that a proposal from the District would be up against heavy competition for funding from the Shaw Estate. Other Committee members saw the effort as being worthwhile.

It was agreed that efforts would be curtailed pending further direction from the Board.

6.6. Committee Terms of Reference

There was discussion about how the committee should be titled – “Marketing & Communications” or “Communications & Marketing” with the latter preferred as it more accurately reflects the objectives.

By general consent it is the **recommendation** of the Committee to the Board of Trustees that the committee’s formal title be changed to “Communications & Marketing Committee”.

7. New Business – none

8. Next Meeting

The next meeting of the Marketing & Communication Committee is tentatively scheduled for Wednesday, December 13, 2017 beginning at 4:00 p.m.

9. 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