

Salt Spring Island Fire Protection District

POLICY MANUAL

Section	
Policy Number	
Policy Title	Terms of Reference – Marketing & Communications <u>and Marketing</u> Committee

COMPOSITION

1. The Marketing and Communications Committee shall be appointed by the board at its first meeting after the Annual General Meeting.
2. The Committee shall be composed of a minimum of two Trustees and up to five members of the public who have relevant knowledge, experience and skills.
3. Public members serving as volunteers on the committee must be eligible voters of the Salt Spring Island Fire Protection District (SSIFPD).
4. The Chair of the Board of SSIFPD, the Administrator and the Fire Chief are ex-officio members.
5. The Committee shall choose one of its Trustee members as its Chair.

ACCOUNTABILITY

1. The Chair of the Committee shall report to the Board following each meeting.

MEETINGS

1. Committee meetings are governed by sections 57-69 of SSIFPD Bylaw 119.
2. The Committee meets monthly or at the call of the Chair.
3. The Committee shall establish a schedule of its regular meetings for the coming year and publish the schedule on the Fire District's calendar.
4. Meetings and their minutes are open to the public except as provided in Part 4 Division 3 of the Community Charter.
5. The Chair presides over meetings. If the Chair is not present five minutes after the scheduled start of a meeting, the committee shall

choose one of the Trustees present as chair for that meeting and continue with its agenda. If the Recorder is not present, the committee shall choose a recorder for the meeting.

6. Each Committee member, including the Chair but excluding ex-officio members, has exactly one vote on a question.

RESPONSIBILITIES

- 1) The Committee is responsible for developing recommendations for the Board of Trustees regarding:
 - a) Developing policies regarding internal and external communications of the District, including but not limited to policies on privacy, document retention and freedom 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 develop 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) ~~a comprehensive document management policy~~ When requested by the Trustees, developing and implementing a communications and marketing plan to inform and involve the public on new District initiatives.

- 2) The Committee shall report and recommend to the Board as required on:
 - a) communications policy,
 - b) projects to improve communications effectiveness, and amendments to these Terms of Reference.

BOARD DISCRETION

The provisions set out in this policy are subject to revision from time to time at the discretion of the Board of Trustees.

CROSS REFERENCES

APPROVALS

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1. Amendment date:		Approved by:	
2. Amendment date:		Approved by:	
3. Amendment date:		Approved by:	