

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

Meeting held: **September 11, 2017**
Training Room, Ganges Fire Hall

In attendance: Trustee Chris Budd (Chair), Gayle Baker, Trustee Rollie Cook, Jane Horsburgh, and Stan Shapiro

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

The meeting was called to order at 4:00 PM by Trustee Cook.

1. Election of Committee Chair

By general consent it was agreed that Trustee Budd would be Chair of the Marketing & Communications Committee.

2. Approval of Agenda

A proposed agenda was circulated to members prior to the meeting. By general consent it was agreed that additional items be added to New Business: Committee contributing to Board objectives; and 2018 Communications Budget.

By general consent the agenda was accepted as amended.

3. Approval of Minutes – none

4. Correspondence – none

5. Old Business – none

6. New Business

6.1 Review proposed “Family Guide”

A proposed “Family Guide” was distributed to members.

By general consent it was agreed to table consideration till the next regular meeting.

6.2. Discuss and Access need for Fire-Rescue Newsletter

By general consent it was agreed to table consideration till a future meeting.

6.3 Discuss the need to produce and make available recordings of Board of Trustee meetings

There was discussion about the desirability of “live streaming” of Trustees’ meetings and making a recording publicly available afterwards.

It is the unanimous recommendation of the Marketing & Communications Committee that the Board of Trustees arrange for live streaming and subsequent online availability of all Board meetings.

6.4 Discuss scope and purpose of proposed “Town Hall” General Meeting

By general consent it was agreed to table consideration of this item of business till the next regular meeting.

6.5 Discuss communications strategy regarding new Fire Hall

By general consent it was agreed to table consideration of this item of business till the next regular meeting.

6.6 Discussion regarding how the Committee can best contribute towards the Board of Trustees achieving their objectives

There was lengthy discuss amongst members about how the Committee could best contribute to the greater goal of the District and the Board of Trustees achieving strategic objectives.

Committee Member Cook urged that the Committee primarily focus on community engagement on priorities identified by the Strategic Planning Committee:

- Fire Underwriters Survey standards say that Engine 202 must be replaced;
- the pressing but not immediate need to address replacing Fire Hall No. 1 (Ganges);
- improve inter-agency communications (Islands Trust, CRD, Waterworks) and consider alternative governance models (CRD Service Area, Local Community Commission) and implications for District;
- labour relations including Collective Agreement negotiations; and
- challenges on Salt Spring of accessible water sources that can be utilized for fire protection purposes.

Committee Member Cook suggested that these priorities should be introduced at a “Town Hall” General meeting held before year end using a “charrette” style to encourage public engagement and participation.

Committee Member Baker suggested that concurrent with dealing with strategic objectives there is a need to also address the District’s rather

battered public image. It was suggested that this might include profiles of both firefighters and trustees; publicity on Fire-Rescue activities and achievements; a Fire Hall “open house” for the public to see and learn firsthand about what Salt Spring Fire-Rescue does. There was discussion.

By general consent it was agreed that the Committee will work to develop a proposal to recommend to the Board that utilizing a “blended” approach - concurrently addressing the need to improve the District’s public image and advance identified strategic objectives under the broad theme of “conversations with the community”.

6.7 Communications 2018 Budget

Committee Member Cook undertook to request that the Board of Trustees amend the proposed 2018 Operating Fund Budget to include a new budget line for “Communications”.

7. Next meeting

By general consent committee members agreed to hold a meeting on September 20th, 2017 to 4:00 PM at the Training Room Ganges Fire Hall. Priorities of the next meeting will be to: further flesh out a “conversations with the community” proposal; review proposed communications budget; and discuss specifics of the proposed “Town Hall” General meeting.

8. Adjournment

There being no further business, by general consent the meeting was adjourned at 6:00 PM .

Chris Budd
Committee Chair

Andrew Peat
Corporate Administrator