

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

Meeting held: **September 20, 2017**
Training Room, Ganges Fire Hall

In attendance:

Committee Members: Trustee Chris Budd (Chair), Gayle Baker, Trustee Rollie Cook, Jane Horsburgh, and Stan Shapiro
Trustees: Mary Lynne Hetherington, Howard Holzapfel

The meeting was called to order at 4:06 PM by Committee Member Cook.

Committee Chair Chris Budd joined the meeting at 4:15 PM.

1, Old Business

1.1 2018 Communications Budget

Committee Member Cook reported that at their September 18th, 2017 meeting, the Board of Trustees amended the 2018 Operating Fund Budget to include \$10,000 for "Communications". Committee Member Cook advised that before the Committee could call upon this amount, details of planned expenditures have to be finalized and concurrently reviewed by the Finance & Audit Committee when the Committee makes a recommendation to the Board of Trustees.

1.2 Discuss proposed "Family Guide"

The draft "Family Guide" to be given to paid-on-call (POC) family members was distributed at the meeting. (Copy attached to the original minutes). After discussion it was the consensus of the Committee that the pamphlet was too long and negative in tone. Committee Member Horsburgh undertook to edit the document and report at the next regular meeting.

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

There was a wide ranging discussion as to how the Marketing & Communications Committee could be of greatest assistance to the Board of Trustees. There was consensus that the Committee's "job" was to use multiple techniques to enhance and improve communications and feedback between the District and its citizen stakeholders. There is a difference of opinion as to the immediate operational impact of that focus.

It was the consensus of members that firstly there must be clear direction given by the Board of Trustees as to should be the focus of the

communications effort. Committee Member Cook had suggested five broad objective and other members have identified a need to improve the District's battered public image. There was agreement that it is premature to make decisions as to the usefulness and relative importance of the range of communication approaches (for example Town Hall meetings, Driftwood and Exchange advertising/columns).

There was discussion about when the Committee should begin to move forward with "Conversations with the Community" initiatives – public relations articles for the Driftwood and Exchange. Committee Chair Budd undertook to seek approval from the Board of Trustees.

There was discussion about the scheduled fleet replacement for Fulford Fire Hall Engine No. 202 and whether it might be a ladder apparatus instead of a fire engine. It is recognized by members that after Board direction, the Committee's role is to engage the community to generate useful stakeholder feedback that might refine a specific proposal (i.e. apparatus purchase or new fire hall) and garner community support.

2. New Business

2.1 Receive and discuss proposed policy "Audio Record of Board of Trustee Meetings"

A proposed "Audio Record of Board of Trustee Meetings" was distributed to members at the meeting. (Copy attached to the original minutes.)

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

3. Next meeting

By general consent committee members agreed that the next regular meeting of the Committee will be on October 18th, 2017 to 4:00 PM at the Training Room Ganges Fire Hall.

4. Adjournment

There being no further business, by general consent the meeting was adjourned at 5:10 PM .

Chris Budd
Committee Chair

Andrew Peat
Corporate Administrator