

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

**Meeting held:** January 16, 2025  
Training Room, Ganges Fire Hall  
105 Lower Ganges Road, Salt Spring Island

**Members Present:** Robin Williams, Committee Chair  
Dennis Lucarelli, Trustee  
Jenny McClean, Public Member

**Staff Members Present:** Rodney Dieleman, Corporate Administrator and Financial Officer  
Sarah Shugar, Recorder

**Regrets:** Rollie Cook, Board of Trustees Chair and ex-officio member  
Jamie Holmes, Fire Chief

**Others Present:** Mary Lynn Hetherington, Trustee  
Bruce Cameron, Return on Insight  
One member of the public

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

## **1. CALL TO ORDER**

Chair Williams called the meeting to order at 2:00 p.m. and acknowledged that we live and work in the unceded territories of the Coast Salish Peoples.

## **2. APPROVAL OF AGENDA**

**By general consent**, the agenda was approved.

## **3. APPROVAL OF MINUTES**

### **3.1 Minutes of the Meeting held October 3, 2024**

**By general consent**, the draft minutes of the Communications and Marketing Committee meeting held October 3, 2024 be adopted.

## **4. OLD BUSINESS**

### **4.1 New Fire Hall Opening**

There was discussion regarding the scope of the new fire hall opening event. A grand opening could be planned for early Spring. March 1, 2025 was suggested as a potential date.

## **5. NEW BUSINESS**

### **5.1 Expression of Interest for Future Fire Hall Property**

A draft Expression of Interest for Future Fire Hall Property was presented. There was discussion regarding the text and design and several suggestions were made. It was noted staff will send the Expression of Interest to local agencies including School District 64, North Salt Spring Waterworks District and the CRD.

**By general consent,** the Communications and Marketing Committee requested that the draft Expression of Interest be revised and presented to the Board of Trustees at the January 20, 2025 meeting.

B. Cameron left the meeting at 2:50 p.m. following the discussion regarding the Expression of Interest.

The member of the public left the meeting at 2:55 p.m.

Chief Holmes arrived at 3:15 p.m. for the discussion regarding the new fire hall opening.

## **6. NEXT MEETING**

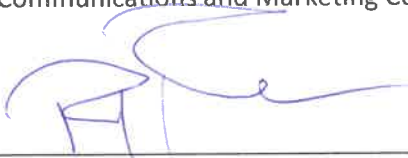
The next meeting of the Communications and Marketing Committee will be held on February 6, 2025.

## **7. ADJOURNMENT**

**By general consent,** the meeting adjourned 3:30 p.m.



Robin Williams  
Chair, Communications and Marketing Committee



Rodney Dieleman  
Corporate Administrator