

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

**Meeting held:** December 2, 2025  
Training Room, Ganges Fire Hall  
105 Lower Ganges Road, Salt Spring Island

**Members Present:** Robin Williams, Committee Chair  
Mary Lynn Hetherington, Trustee  
Rollie Cook, Board of Trustees Chair and ex-officio member  
Jenny McClean, Public Member

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

**Regrets:** Jamie Holmes, Fire Chief

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 11:00 a.m. and acknowledged that we live and work in the territory of the Coast Salish First Nations.

## 2. APPROVAL OF AGENDA

By general consent, the agenda was approved.

## 3. APPROVAL OF MINUTES

### 3.1 Minutes of the Meeting held July 8, 2025

By general consent, the draft minutes of the Communications and Marketing Committee meeting held July 8, 2025 were adopted.

## 4. OLD BUSINESS

### 4.1 New Fire Hall Opening

A draft itinerary for the New Fire Hall Opening Event was presented.

In discussion the following items were noted:

- The event will start with a vehicle parade leaving at 11:30 a.m. from the Ganges Fire Hall and arriving at the New Fire Hall before noon. The vehicle parade could include Community Safety Groups such as CRD neighbourhood POD's, RCMP, BC Ambulance, CRD Emergency Planning Services;
- 12:00 p.m. arrival and welcome;

- Staff will work with Chief Holmes to determine staffing needed and associated costs to staff the event. The preference will be to not pay overtime to staff the event.
- Elected Officials to invite include CRD Director Gary Holman, MLA Rob Botterell, Islands Trust Trustees Laura Patrick and Jamie Harris, the CRD LCC, MP Elizabeth May;
- Invite former Fire Chief's;
- The Master of Ceremonies will acknowledge the elected officials and former Fire Chief's;
- Invite First Nations representative to lead a land acknowledgment;
- CAO Dieleman reported there is \$8,000 in the budget for the event;
- There will be an official ribbon cutting;
- Return on Insight prepared a preliminary plan for the New Fire Hall Opening event and could be engaged to complete the plan.

**By general consent**, the Communications and Marketing Committee directed staff to engage Return on Insight to complete planning the New Fire Hall Opening Event and the event budget is \$8,000. Staff will invite Return on Insight Bruce Cameron to the January Committee meeting. The intention will be to approve the event plan and itinerary at the January 13, 2026 meeting and then staff will proceed with invitations.

**By general consent**, the Communications and Marketing Committee agreed Chair Williams will present the draft New Fire Hall Opening Event itinerary to the January Salt Spring Island Fire Rescue Association Meeting and ask the Association for feedback on participation in the Event.

R. Cook left the meeting at 11:45 a.m.

#### **4.2 Aerial Apparatus (Ladder Truck)**

CAO Dieleman reported a briefing note was sent to Minister of Housing and Municipal Affairs Honourable Christine Boyle regarding provincial support for fire protection infrastructure.

**By general consent**, the Communications and Marketing Committee requested staff to draft a letter to Minister of Housing and Municipal Affairs Honourable Christine Boyle regarding grant funds for infrastructure for Committee review at the next Communications Committee Meeting.

#### **5. NEXT MEETING**

The next meeting of the Communications and Marketing Committee will be held on January 13, 2026 at 2:00 p.m.

#### **6. ADJOURNMENT**

**By general consent**, the meeting adjourned at 12:30 p.m.



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Robin Williams  
Chair, Communications and Marketing Committee



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Rodney Dieleman  
Corporate Administrator