

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

Meeting held: February 3, 2026
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
Jamie Holmes, Fire Chief
Sarah Shugar, Recorder

Others present: Bruce Cameron, Return on Insight (Teams)

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 December 2, 2025

By general consent, the draft minutes of the Communications and Marketing Committee meeting held December 2, 2025 were adopted.

4. OLD BUSINESS

4.1 New Fire Hall Opening

Bruce Cameron presented an update regarding the Official New Fire Hall Opening Event.

In discussion the following items were noted:

- Chief Holmes will provide a list of invitations and contacts to Bruce Cameron.
- The national anthem will be first on the agenda with official flag raising and the Swing Shift Band may be available to play the national anthem and perform.
- The SSI Firefighters Association President David Demner is the staff contact for the BBQ.
- There was a suggestion to invite a First Nations drummer.
- Special seating area for supporters – Chamber of Commerce, Farmer’s Institute etc. and have name tags prepared to acknowledge the officials and supporters.
- The set up will be weather dependent with the ribbon cutting at front of apparatus bay. There was a question whether the sign be unveiled at the same time as the ribbon cutting.
- The antique apparatus will be parked on the future museum site with information on the fundraising and timeline. There was a suggestion to launch the museum fundraising the week before the opening event.
- Chief Holmes will invite the project management and the architect.
- Chief Holmes is having plaques installed on the cornerstones that will recognize former Fire Chief’s.
- Sponsorship should include BMO, Island Savings and CIBC.
- Estimated number of attendees would be 100-200.
- Return on Insight will contact Thrifty’s and Country Grocer for food sponsorship.
- Need to consider parking, there could be a shuttle from Country Grocer parking lot or the Legion. There was a suggestion to ask the neighbour Community Services property if parking could be there.
- The key message of the event will acknowledge the community and legacy.
- There could be a time capsule as part of the event.
- Return on Insight will send formal invitations, media and Driftwood advertisement.
- Media could include Chek 6 news.
- Fire hall tours will be ground floor only and led by firefighters.
- Draft event timeline: 11:30 a.m. start of truck parade, noon arrival, ceremony and event would end at 3:00 p.m.
- Return on Insight will provide a timeline for the event planning.

By general consent, the Communications and Marketing Committee agreed Return on Insight Bruce Cameron will be the master of ceremonies for the new fire hall opening event.

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

4.2 Aerial Apparatus (Ladder Truck)

Chief Holmes contacted Worksafe BC regarding a variance for elevated device standards. Staff are preparing an application to Worksafe BC for a variance of elevated device standards.


By general consent, the Communications and Marketing Committee agreed that staff continue to pursue grant opportunities including funding for an aerial apparatus.

5. NEXT MEETING

The next Special meeting of the Communications and Marketing Committee will be held on February 24, 2026 at 10:00 a.m. to continue planning the new fire hall opening event.

6. ADJOURNMENT

By general consent, the meeting adjourned at 12:10 p.m.



Robin Williams
Chair, Communications and Marketing Committee



Rodney Dieleman
Corporate Administrator