

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

Meeting held: June 2, 2026
Apparatus Bay, Ganges Fire Hall
105 Lower Ganges Road, Salt Spring Island

Members Present: Robin Williams, Committee Chair
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

Member Regrets: Mary Lynn Hetherington, Trustee

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

The following items were presented for inclusion of the agenda:

- Item 5.1 SPPD Committee update
- Item 5.2 Improved Reporting to Community

By general consent, the agenda was approved as amended.

3. APPROVAL OF MINUTES

3.1 Minutes of the Meeting held May 5, 2026

By general consent, the draft minutes of the Communications and Marketing Committee meeting held May 5, 2026 were adopted.

4. OLD BUSINESS

4.1 New Fire Hall Opening

Chair Williams advised that at the last Committee meeting, Sunday, September 13, 2026 was proposed as a potential date for the new fire hall opening. However,

this date was noted as less desirable due to a conflict with the Fall Fair. During discussion, the following points were noted:

- A suggestion was made to hold the new fire hall opening event on Sunday, September 6, 2026.
- The event is anticipated to be family-oriented and will include speeches, a BBQ, and 15-minute fire hall tours.
- Parking requirements will need to be considered.

By general consent, the Communications and Marketing Committee agreed that Committee Chair Williams will consult with Bruce Cameron regarding the possibility of scheduling the opening event on Sunday, September 6, 2026, and will discuss event logistics, including any space constraints.

5. NEW BUSINESS

5.1 SPPD Committee update

CAO Dieleman advised that the Strategic Planning and Policy Development Committee would like to collaborate with the Communications and Marketing Committee on the 5-year strategic plan update. The Strategic Planning and Policy Development Committee also discussed the option of the District having an informational insert in the 2027 BC Property Tax Notices.

By general consent, the Communications and Marketing Committee recommend that the Board of Trustees request staff to investigate the feasibility of including an informational insert in the 2027 BC Property Tax Notices.

5.2 Improved Reporting to Community

There was discussion regarding improved reporting to the community. It was noted that the 2026 Trustee election had relatively low voter turnout. There was discussion regarding election processes that could improve voter turnout at future Trustee elections. A suggestion was made to budget for an annual report to be distributed to all ratepayers. The report could be less than half a page in length and provide a summary of annual highlights. It was also noted that an annual report/highlights document could be circulated at town hall sessions.

By general consent, the Communications and Marketing Committee recommends that the Board of Trustees request staff to investigate election processes that could improve voter turnout at Trustee elections.

6. NEXT MEETING

The next meeting of the Communications and Marketing Committee will be held on September 1, 2026 at 11:00 a.m.

7. ADJOURNMENT

By general consent, the meeting adjourned at 12:05 p.m.



Robin Williams
Chair, Communications and Marketing Committee



Rodney Dieleman
Corporate Administrator