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

Meeting held:	**August 4, 2026** **Fire Hall No. 1** **455 Lower Ganges Road, Salt Spring Island and Electronic Meeting (Microsoft Teams)**
Members Present:	**Robin Williams, Committee Chair** **Rollie Cook, Board of Trustees Chair and ex-officio member** **Jenny McClean, Public Member**
Member Regrets:	**Mary Lynn Hetherington, Trustee**
Staff Member Present:	**Rodney Dieleman, Corporate Administrator and Financial Officer** **Jamie Holmes, Fire Chief** **Sarah Shugar, Recorder**
Others Present:	**Return on Insight President Bruce Cameron (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 3:00 p.m. and acknowledged that we live and work in the territory of the Coast Salish First Nations.

2. APPROVAL OF AGENDA

The following item was presented for inclusion in the agenda:
5.7 Annual Appreciation Dinner

By general consent, the agenda was approved as amended.

3. APPROVAL OF MINUTES

3.1 Minutes of the Meeting held June 2, 2026

By general consent, the draft minutes of the Communications and Marketing Committee meeting held June 2, 2026 were adopted.

4. OLD BUSINESS

4.1 New Fire Hall Opening

Return on Insight President Bruce Cameron presented a draft Official Hall Opening Event September 6, 2026 Plan. In discussion the following items were noted:

- The event timeline will likely be 12:00 p.m. to 3:30 p.m.
- A list of invitees to be forwarded to B. Cameron
- Estimate for 100-150 people to attend
- Will have seating for elders
- JDA will provide photos of fire hall – to be forwarded to B. Cameron
- Paid on Call members will coordinate a BBQ – hotdogs and hamburgers for 200 people
- A truck parade is not being planned as previously discussed due to logistics
- Parking will be at Country Grocer and there will be a shuttle
- May have a photographer to document the event

5. NEW BUSINESS

5.1 Draft Community Relations Committee Terms of Reference Policy No. AG-4103-07 - Staff Report – New Committee Name

5.1.1 Draft Community Relations Committee Terms of Reference No. AG-4103-07

The draft Draft Community Relations Committee Terms of Reference No. AG-4103-07 was presented. The SPPD Committee has recommended that the Board approve the draft Community Relations Committee Terms of Reference No. AG-4103-07 and it will be on the September 21, 2026 Board meeting agenda. The name of the Committee will be changed to the Community Relations Committee to align with strategic planning.

5.2 Draft Community Relations Committee 2026–2027 Annual Plan

A draft Community Relations Committee 2026–2027 Annual Work Plan was presented.

By general consent, the Communications and Marketing Committee approved the draft Community Relations Committee 2026–2027 Annual Work Plan.

MOVED by R. Cook,
That the Communications and Marketing Committee recommend the Board of Trustees request the Finance and Audit Committee to review the communications budget and allocate funds for the Community Relations Committee 2026–2027 Annual Work Plan.
CARRIED

5.3 Inter-Governance Meetings

There was discussion regarding coordinating inter-governance meetings. It was noted that Local Government elections are on October 17, 2026 and elected officials terms are delayed after the election.

5.4 Committee Member Engagement and Renewal

By general consent, the Communications and Marketing Committee agreed Committee Chair Williams will present the topic of "Committee Members and Trustee engagement and renewal" at the September 14, 2026 Town hall meeting.

5.5 Letter to Insurance Providers - Property Insurance Considerations and Distance from Fire Halls

A letter to insurance providers was presented for information.

5.6 Property Tax Insert – No Update

5.7 Annual Appreciation Dinner

CAO Dieleman reported the annual appreciation dinner is organized by staff and funded by the District. The Annual Holiday Dinner is funded and hosted by the SSI Fire Fighters Association. There was discussion regarding planning for the annual appreciation dinner and options for the District to fund the Annual Holiday Dinner.

6. NEXT MEETING

By general consent, the Communications and Marketing Committee agreed to cancel the September 1, 2026 meeting.

The next regular meeting of the Communications and Marketing Committee will be held on October 6, 2026 at 11:00 a.m.

7. ADJOURNMENT

By general consent, the meeting adjourned at 4:25 p.m.

Robin Williams
Chair, Communications and Marketing Committee

Rodney Dieleman
Corporate Administrator