

SALT SPRING ISLAND FIRE PROTECTION DISTRICT

POLICY MANUAL

Section	Governance
Policy Number	AG-4103-05
Policy Title	Terms of Reference – Communications & Marketing Committee

COMPOSITION

1. The Communications and Marketing Committee (“Committee”) shall be appointed by the Board at its first regular meeting after the Annual General Meeting.
2. The Committee shall be composed of a minimum of two, and a maximum of three, Trustees and up to five members of the public who have relevant knowledge, experience and skills.
3. Public members serving as volunteers on the Committee must be eligible voters of the Salt Spring Island Fire Protection District (“District”) or reside within the boundaries of the District.
4. The Chair of the Board of Trustees, the Chief Administrative Officer, and the Fire Chief are ex-officio members.
5. The *Committee* shall choose one of its Trustee members as its Chair.

ACCOUNTABILITY

1. The Chair of the *Committee* shall report to the Board following each meeting.

MEETINGS

1. *Committee* meetings are governed by sections 57-69 of District Bylaw 119.
2. The *Committee* meets quarterly or at the call of the Chair.
3. The *Committee* shall establish a schedule of its regular meetings for the coming year and publish the schedule on the Fire District's calendar.
4. Meetings and their minutes are open to the public except as provided in Part 4 Division 3 of the Community Charter.
5. The Chair presides over meetings. If the Chair is not present five minutes after the scheduled start of a meeting, the committee shall choose one of the members present to be Acting Chair for that meeting and continue with its agenda. If the Recorder is not present, the committee shall choose a recorder for the meeting.
6. Each *Committee* member, including the Chair but excluding ex-officio members, has exactly one vote on a question.

RESPONSIBILITIES

- 1. The Committee is responsible for:
 - a) developing policies regarding internal and external communications of the *District*, including but not limited to policies on privacy, document retention, and freedom information requests;
 - b) developing, in concert with the Facilities and Physical Plant Committee, a comprehensive plan for public engagement on the need for replacement of Fire Hall #1;
 - c) developing a policy to ensure that the public is informed of District business, as well as enhancing the District’s image, via articles in the *Driftwood* and the *Exchange*, *District* website and social media accounts, print advertising, and press releases; and
 - d) when requested by the Trustees, developing and implementing a communication and marketing plan to inform and involve the public on new District initiatives.

- 2. The Committee shall report and recommend to the Board of Trustees as required on:
 - a) communications policy;
 - b) communications plans to inform and involve public on *District* meetings and initiatives;
 - c) reports or proposals referred to the *Committee* by the Board of Trustees;
 - d) projects to improve communications effectiveness: and
 - e) amendments to these Terms of Reference.

- 3. With the approval of the Board of Trustees, the Committee may investigate matters that are within its mandate and report and make recommendations to the Board on the matters considered.

BOARD DISCRETION

The provisions set out in this policy are subject to revision from time to time at the discretion of the Board of Trustees.

CROSS REFERENCES

APPROVALS

Approval date:	7 December 2015	Approved by:	Board of Trustees
1. Amendment date:	20 November 2017	Approved by:	Board of Trustees
2. Amendment date:	25 June 2018	Approved by:	Board of Trustees
3. Amendment date:	20 January 2020	Approved by:	Board of Trustees
4. Amendment date:	17 May 2021	Approved by:	Board of Trustees