

SALT SPRING ISLAND FIRE PROTECTION DISTRICT

POLICY MANUAL

Section	Governance
Policy Number	AG-4103-06
Policy Title	Terms of Reference – Communications and Marketing Committee

MEMBERSHIP

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. A maximum of three Trustees including the Board Chair as an ex officio member;
 - b. Up to two members of the public who have relevant knowledge, experience and skills;
 - c. The Chair of the Board of Trustees, the Chief Administrative Officer, and the Fire Chief are ex-officio members.
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 Committee shall choose one of its Trustee members as its Chair.

RESPONSIBILITIES

1. The Committee is a standing committee of the Board and responsibilities include but are not limited to:
 - a. Developing policies regarding internal and external communications of the District, including but not limited to policies on privacy, document retention, and freedom of information requests;
 - b. 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 Gulf Islands Driftwood and the Salt Spring Exchange, District website and social media accounts, print advertising, and press releases;
 - c. When requested by the Board, developing and implementing a communication and marketing plan to inform and involve the public on 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

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MEETINGS

1. Committee meetings are governed by sections S.73 -85 of District Bylaw No. 146 cited as Meeting Procedures Bylaw 2021.
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 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 has exactly one vote on a question.

ACCOUNTABILITY

1. The Committee shall report its activities, findings, and recommendations to the Board after each meeting.
2. The Committee shall prepare an annual report summarizing its activities, including the number of meetings held, key decisions made, and outcomes achieved.

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.

RELATED DOCUMENTS

Meeting Procedures Bylaw No. 146

APPROVALS

Approval date:	2015-12-07	Approved by:	Board of Trustees
1. Amendment date:	2017-11-20	Approved by:	Board of Trustees
2. Amendment date:	2018-06-25	Approved by:	Board of Trustees
3. Amendment date:	2020-01-20	Approved by:	Board of Trustees
4. Amendment date:	2021-05-17	Approved by:	Board of Trustees
5. Amendment date:	2024-09-16	Approved by:	Board of Trustees

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