



# C·V·R·D

## COMMUNICATIONS COMMITTEE

TUESDAY, FEBRUARY 21, 2012 AT 1:30 PM

CVRD BOARD ROOM - 175 INGRAM STREET

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### AGENDA

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2. <b><u>ADOPTION OF MINUTES:</u></b>	
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3. <b><u>BUSINESS ARISING FROM THE MINUTES:</u></b>	
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5. <b><u>NEW BUSINESS:</u></b>	
6. <b><u>QUESTION PERIOD:</u></b>	
7. <b><u>CLOSED SESSION:</u></b>	
Motion that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90, subsections as noted in accordance with each agenda item.	
CSM1     Adoption of the Closed Session Minutes of April 19, 2011	7
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8. <b><u>ADJOURNMENT:</u></b>	

Minutes of the Regular meeting of the Communications Committee held in the Board Room, 175 Ingram Street, Duncan, BC, on Tuesday, April 19, 2011 at 6:04 pm.

**PRESENT:** Vice-Chair R. Hutchins  
Directors K. Cossey, M. Dorey, L. Duncan, G. Giles,  
P. Kent, K. Kuhn, M. Marcotte and I. Morrison  
Alternate Director R. Burgess

**ABSENT:** Chair B. Harrison

**ALSO**

**PRESENT:** Warren Jones, Chief Administrative Officer  
Joe Barry, Corporate Secretary  
Brian Dennison, General Manager, Engineering and  
Environmental Services  
Dominique Beesley, Recording Secretary

**APPROVAL OF  
AGENDA**

It was moved and seconded that the agenda be approved.

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

It was moved and seconded that the minutes of the Regular meeting of the Communications Committee, held February 9, 2011, be adopted.

**MOTION CARRIED**

**BUSINESS  
ARISING FROM  
MINUTES**

*Proposed Meeting Schedule*

The Corporate Secretary suggested that the best day to schedule Regular Communications Committee meetings would be Tuesdays following Electoral Area Services Committee meetings in that six out of the eight Communication Committee members are on the Electoral Area Services Committee.

It was moved and seconded that meetings of the Communications Committee be held on the first Tuesday of every month after the Electoral Area Services Committee meeting.

**MOTION CARRIED**

It was the consensus of the Committee to vary the order of the agenda by dealing with Item No. CSSR1 before Item No. SR1.

**RESOLVE INTO  
CLOSED SESSION  
6:13 pm**

It was moved and seconded that the meeting be closed to the public in accordance with the *Community Charter*, Part 4, Division 3, Section 90, Subsection (1)(g) – Potential Litigation.

**MOTION CARRIED**

**RISE FROM  
CLOSED SESSION  
7:50 pm**

It was moved and seconded that the Communications Committee rise without report and return to the Regular portion of the meeting.

**MOTION CARRIED**

7:50 pm The Committee recessed for a short break at 7:50 pm.

7:57 pm The Committee reconvened at 7:57 pm with the exception of Director Giles and Alternate Director Burgess.

#### STAFF REPORTS

**SR1** Staff Report from the Chief Administrative Officer dated March 31, 2011, regarding a Terms of Reference (Communications Committee), was considered.

**It was moved and seconded that it be recommended to the Board that the draft Terms of Reference for the Communications Committee be approved as amended by removing the phrase "two way" and replacing the word "communications" with words such as "engage" and "dialogue".**

**MOTION CARRIED**

**SR2** Staff Report from the Chief Administrative Officer, regarding communications audit/strategy (Terms of Reference), was considered.

**It was moved and seconded that it be recommended to the Board that the draft Request for Proposals, for a Strategic Communications Plan, be approved.**

**MOTION CARRIED**

**SR3** Staff Report from the Corporate Secretary dated April 19, 2011, regarding guidelines for Board/Committee Question Period Policy, was considered.

It was the consensus of the Committee that the following conditions be applied to the *Question Period Policy*:

- maximum time limit for the entire question period be set at 15 minutes;
- there be no maximum time limit per speaker;
- one question and one follow-up question (relating to the answer) per speaker until all speakers have had an opportunity to speak, then if time remaining, one additional question and one follow-up question;
- eligible question topics must be related to agenda items and, once all speakers have had an opportunity in this regard, then speakers may ask questions relating to local government in general; and
- that there be no pre-registration of speakers.

**ADJOURNMENT** **It was moved and seconded that the Communications Committee meeting adjourn.**  
8:50 pm

**MOTION CARRIED**

The meeting adjourned at 8:50 pm.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Recording Secretary

Dated: \_\_\_\_\_

Minutes of the Regular meeting of the Communications Committee held in the Board Room, 175 Ingram Street, Duncan, BC, on Tuesday, August 2, 2011 at 6:42 pm.

**PRESENT:** Chair B. Harrison  
Directors M. Dorey, L. Duncan, G. Giles, K. Kuhn,  
M. Marcotte and I. Morrison

**ABSENT:** Directors R. Hutchins and P. Kent

**ALSO**

**PRESENT:** Joe Barry, Corporate Secretary

**APPROVAL OF AGENDA**

It was moved and seconded that the agenda be approved.

**MOTION CARRIED**

**RESOLVE INTO CLOSED SESSION 6:42 PM**

It was moved and seconded that the meeting be closed to the public in accordance with the *Community Charter*, Part 4, Division 3, Section 90, Subsection (1)(j) – FOIPOP.

**MOTION CARRIED**

**RISE FROM CLOSED SESSION 7:04 PM**

It was moved and seconded that the Communications Committee rise with report on Item No. CSSR1 – FOIPOP {Sub (1)(j)} and return to the Regular portion of the meeting.

**MOTION CARRIED**

It was moved and seconded that it be recommended to the Board that the development of a Strategic Communications Plan be awarded to Mickelson Consulting Inc. in accordance with their submitted Request for Proposals dated June 23, 2011 in the amount of \$16,500 plus applicable taxes.

**MOTION CARRIED**

**ADJOURNMENT 7:04 PM**

It was moved and seconded that the Communications Committee meeting adjourn.

**MOTION CARRIED**

The meeting adjourned at 7:04 pm.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Corporate Secretary

Dated: \_\_\_\_\_



Board Approval: May 11, 2011

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R3

## COMMUNICATIONS COMMITTEE

### TERMS OF REFERENCE

**Purpose:** The purpose of the Communications Committee is to improve communication between the CVRD and the communities and people it serves.

**Mandate:** The mandate of the Communications Committee is to develop a comprehensive external communications plan. Guided by the corporate strategic plan, the committee's work assists with the regional districts effort to be "*an organization whose public are proactively informed*" as part of its goal of ensuring *service excellence*.

**Goal:** The goal of the Communications Committee is to develop plans and policies to ensure the effective communication of information, issues and news between the CVRD and residents, businesses and other constituent groups.

**Responsibilities:** The responsibilities of the Communications Committee are to:

- Clarify corporate communication lines to ensure community groups, the media, and resident's inquires are uniformly considered in a prompt and professional manner.
- Assess web based technologies to stream Board and other committee meetings online.
- Recommend options to ensure that regular media releases are produced throughout the year to inform the public on ongoing CVRD activities and initiatives.
- Develop a set of protocols to ensure a uniform experience for the public when attending public meetings, open houses, town hall meetings, public hearings, etc.
- Assess ways to better identify projects and initiatives in advance that will require enhanced communication with the public.
- Recommend training & skill development opportunities for better communication between the Board and constituent groups.
- Recommend ways for the Board to better gather input from the public.
- Identify any other needed actions in general to improve the dialogue between the CVRD and its constituent groups.
- Identify tools and processes to assist individual Directors in engaging in local communities.

**Expected Outcomes:** It is expected that the Communications Committee will recommend to the Board strategies and an associated implementation plan for enhancing communication flow between the CVRD and the constituents it serves.

**Membership:** The Board chair selects the Chair and appoints members to serve on the Communications Committee.

**Reporting:** The Communications Committee reports to the Board.

**Meetings:** Regular Communications Committee meetings will be scheduled on a monthly basis and/or at the call of the committee chair.