

Minutes of the Regular meeting of the Communications Committee held in the Board Room, 175 Ingram Street, Duncan BC, on Tuesday, June 19, 2012 at 12:35 pm.

PRESENT: Chair P. Kent
Directors B. Fraser, G. Giles, R. Hutchins, P. Weaver,
I. Morrison <to 1:20 pm>, M. Marcotte,
L. Duncan <1:26 pm>, M. Dorey <2:00 pm>

ALSO

PRESENT: Warren Jones, Chief Administrative Officer
Joe Barry, Corporate Secretary
Sybille Sanderson, A/General Manager, Public Safety
Tara Daly, Recording Secretary

ABSENT: Directors B. Lines, M. Walker

**APPROVAL OF
AGENDA**

It was moved and seconded that the agenda be amended with the addition of one New Business item:

NB1 Cowichan Bay Communications; and

that the agenda, as amended, be approved.

MOTION CARRIED

**ADOPTION OF
MINUTES**

M1

It was moved and seconded that the minutes of the Regular meeting of the Communications Committee held February 21, 2012 be adopted.

MOTION CARRIED

**BUSINESS ARISING
FROM MINUTES**

BA1

It was noted that the February 21, 2012 minutes indicated that the Terms of Reference for the Communications Committee would be referred to this meeting. Since the Terms of Reference are not on this agenda, the issue will be referred to the July meeting.

REPORTS

R1

Staff Report from the Corporate Secretary, Legislative Services re: Communications Audit/Strategic Communications Plan was received for information.

The Corporate Secretary provided an update of the Strategic Communications Plan, including survey and workshops, for information. The final report from Mickelson Consulting Inc. will be presented to the Communications Committee at the September 18, 2012 meeting.

R2 Report from the Board Chair re: Electoral Area Newsletters – Development of Policy and Procedure for Standardized Layout and Funding Formulas was considered.

It was moved and seconded that it be recommended to the Board that the following items be referred to Electoral Area Services Committee:

- 1. A standard template be developed for all CVRD newsletters funded through General Government.**
- 2. In addition to local area news/updates and messages from the local area director, that space be provided for regional news/messages.**
- 3. Regional District staff/contractor be assigned to assist area directors with the production/review of such newsletters /articles.**
- 4. A percentage of the cost of publication and distribution of such newsletters be charged to General Government.**
- 5. The EASC consider establishing a communications budget to permit each area director to publish a newsletter bi-annually.**

MOTION CARRIED

R3 Report from the Board Chair re: Review of External Correspondence Process was considered.

It was moved and seconded that staff be requested to develop a “best practice” policy and procedure regarding response to external communications, including both mail and email, for the Communications Committee’s consideration.

MOTION CARRIED

1:20 pm Director Morrison left the meeting at 1:20 pm.

R4 Report from the Board Chair re: Establishment of an External Communications Core Review Group was considered.

It was moved and seconded that an external Communications Core Review sub-committee of the Communications Committee be established to provide political oversight to such communication plan/response.

MOTION CARRIED

1:26 pm Director Duncan arrived at the meeting at 1:26 pm.

R5 Report from the Board Chair re: CVRD Matters, Board Highlights, was considered.

It was moved and seconded to recommend to the CVRD Board that CVRD Matters be re-established as a regular monthly publication.

MOTION CARRIED

R6 Report from the Board Chair re: Website Area Profiles – Development of Base Profiles for Each Area Including Events/Meetings Calendar was considered.

It was moved and seconded to refer Website Area Profiles – Development of Base Profiles for Each Area Including Events/Meetings Calendar to a Communications Committee meeting after receipt of the Strategic Communications Plan report.

MOTION CARRIED

1:56 pm Director Duncan left the meeting at 1:56 pm.

2:00 pm Director Dorey arrived at the meeting at 2:00 pm.

R7 Report from the Board Chair re: CVRD Profile – Development of CVRD Policy and Procedure for Showcasing Political Jurisdictions, Economic Initiatives, etc. was considered.

It was moved and seconded that a CVRD Profile sub-committee of the Communications Committee be established to develop, for the committee's consideration:

- 1. A list of key topics for PowerPoint presentations; and**
- 2. A draft outline (scope & sequence) for each PowerPoint presentation.**

MOTION CARRIED

R8 Staff Report from the Corporate Secretary, Legislative Services re: Proposed Shift in July Meeting Date to July 31, 2012 to Coincide with EASC's July Schedule was considered.

It was moved and seconded to move the Communications Committee meeting from July 17, 2012 to July 31, 2012.

MOTION CARRIED

NEW BUSINESS

NB1 Director Giles brought forward, on behalf of Director Iannidinardo, the lack of support, strategy or communications, from the Regional District in Cowichan Bay regarding float homes in Cowichan Bay not being connected to the sewer system. The committee felt this was an issue that would be best dealt with by the Electoral Area Services Committee.

2:05 pm Director Duncan returned to the meeting at 2:05 pm.

ADJOURNMENT
2:14 pm

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

MOTION CARRIED

The meeting adjourned at 2:14 pm.

Chairperson

Recording Secretary

Dated: _____