

Communications Committee Meeting Minutes

July 24, 2021

Attendance: Kathleen Suddes, Sara Zieleman, Jim Tivy, Alicia Laval, Gord Crandlemire

1. Citizen advisory committees

Discussion surrounding community committees, what the makeups and Terms of Reference might be, and who will determine them. How much influence will they have? Reference to the SCRD's citizen advisory panel terms, or another community forest as examples. Suggestion that we have representation from all areas as opposed to committees specifically for each operating area. Egmont engagement example discussed.

Current objectives for committees surround blocks EW18A, EW18B (2024), and EW19 (2025).

Proposed Elphinstone Park Area (EW18A, EW18B, EW19)

-Proposed harvests in 2024 and 2025, two year term starting Fall 2021

-Public invitation to in-person town hall style meeting (possibly hybrid Zoom w/ SCRD or DOS assistance)

-Draft terms of reference for this committee will come back to the board in the fall

Citizen Science – must include First Nations

-Proposed harvests in 2025, term to be determined, starting Fall 2022

2. Logo and Branding

Engage Charm and Gusto for logo and branding work. Committee is happy with the Locally Grown logo and for staff to provide artistic direction.

3. Website

Discussion surrounding mapping tool and how it is integrated.

Autoreply on form submissions

Ongoing editing support important

New director headshots

Discussion surrounding layers and engaging with different individuals or groups with specific interests to maintain community value layers

Possibility of piggybacking on SCRD mapping system

Discuss specific requirements and Wix as an option and retainer for ongoing maintenance.