

Minutes of the Regular meeting of the Communications Committee held in the Board Room, 175 Ingram Street, Duncan BC, on Tuesday, September 18, 2012 at 12:35 pm.

**PRESENT:** Chair B. Fraser  
Directors, G. Giles, R. Hutchins, P. Weaver, I. Morrison,  
M. Marcotte, P. Kent <1:10 pm>, M. Dorey, B. Lines,  
M. Walker

**ALSO**

**PRESENT:** Warren Jones, Chief Administrative Officer  
Joe Barry, Corporate Secretary  
Jacob Ellis, Manager, Corporate Planning  
Mark Kueber, General Manager, Corporate Services  
Tom Anderson, General Manager, Planning &  
Development  
Brian Dennison, General Manager, Engineering &  
Environmental Services  
Ron Austen, General Manager, Parks, Recreation &  
Culture  
Sybille Sanderson, A/General Manager, Public Safety  
Chris Ewing, Manager, Information Technology  
Sharon Moss, Manager, Finance  
Kate Miller, Manager, Regional Environmental Policy  
Rob Grant, GIS Supervisor, Information Technology  
Harmony Huffman, Environmental Technologist III,  
Engineering & Environmental Services  
Ilse Sarady, Environmental Technologist II, Engineering &  
Environmental Services  
Emily Doyle-Yamaguchi, Senior Environmental Analyst,  
Regional Environmental Policy  
Allison Nelson, Executive Assistant  
Therese Mickelson, Mickelson Consulting  
Tara Daly, Recording Secretary

**APPROVAL OF  
AGENDA**

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

**NB1 Cowichan River Clean-out, 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 July 31, 2012 be adopted.**

**MOTION CARRIED**

**REPORTS****R1 a) – f)**

Report from Mickelson Consulting Inc re: Communications Strategy and Plan dated September 13, 2012 was considered.

Therese Mickelson, of Mickelson Consulting Inc, provided an overview, through a PowerPoint presentation, of the Communications Strategy and Plan including: Communications Strategy; Communication Plan; Guidelines and Procedures for Communication; Proposed Media Policy; Stakeholder Map Template – Working Document; and Proposed Communications Officer Position Description.

**It was moved and seconded that the recommendations from Mickelson Consulting on pages 51 and 52 of the September 13, 2012 Communication Plan be referred to staff for an action plan incorporating timelines, budgets, resource implications, and recommended options.**

**MOTION CARRIED**

Chair Fraser announced the winners of the Communication Survey Prize Draw:

1<sup>st</sup> Place: 2 tickets to *Swan Lake* at the Cowichan Theatre and a \$50 gift certificate for Island Savings Centre

Awarded to: Resa Attrell of the Duncan area

Consolation Prize: \$50 gift certificate for South Cowichan Recreation

Awarded to: Steve, Myla and Jacob Frankel of Thetis Island, who have chosen to donate their prize back to benefit a local person

Consolation Prize: \$50 gift certificate to Cowichan Lake Recreation

Awarded to: Richard Mortimer of the Duncan area

**NB1**

Cowichan River Clean-out

The Manager, Regional Environmental Policy Division, clarified that gravel removal on the Cowichan River is being performed by Catalyst Paper (Crofton Division) and that it is normally done every three years.

**ADJOURNMENT  
2:43 pm**

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

**MOTION CARRIED**

The meeting adjourned at 2:43 pm.

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Chairperson

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Recording Secretary

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