



Date: 19/09/2023

To: Chair and Directors, Policy Committee

And To: Murray Daly, Chief Administrative Officer

From: Gerald Pinchbeck, Manager of Communications

Date of Meeting: Policy Committee_Oct24_2023

File: 340-50

Short Summary:

Board on the Road Meeting Policy Proposal

Voting:

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Memorandum:

The Board does not have a codified policy regarding its annual Board on the Road events, despite a well-established practice of conducting some of its meetings in locations away from the main office in Williams Lake. To promote consistency in how events are planned, organized, and held, and to establish roles and responsibilities, a policy on these events would be prudent.

Central tenets of this policy include:

1. Locations are determined by the Board Chair well in advance of the event occurring.
2. First Nations representatives are to be recognized and invited to Board on the Road meetings and events.
3. Directors are responsible for identifying planned activities outside of Board meetings on the road, i.e., any planned community tours or meetings with community groups.
4. The Communications Department remains responsible for coordinating and planning the Board on the Road event.

Attachments:

Board on the Road Policy – Final Draft

Financial Implications:

None

Policy Implications:

This item represents a request for a new policy.

Alignment with Strategic Plan:

- ☐ **Infrastructure and Asset Management:** To establish a systematic, predictable approach to managing the regional district's assets and infrastructure that builds on current asset management data and condition assessments.
- ☒ **Enhanced Communications and Engagement:** To build trust and credibility of the regional district by enhancing our communications and engagement with citizens, stakeholders, and volunteers.
- ☐ **Effective and Responsive Land Use Planning and Development:** To ensure our land use planning and development is responsive to future growth and housing needs, anticipates risks and hazards associated with climate change and provides efficient and consistent processes for landowners and developers.
- ☒ **Relationships with First Nations:** To foster a healthy and inclusive region by building and strengthening our relationships with First Nations and embracing the principles of reconciliation.

Standardizing and documenting the Board's expectations and standards for a core public relations and communications activity will ensure more consistent planning and approaches to this event. This will also serve to support evaluation of this event in the future.

CAO Comments:

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Options:

1. Recommend that the Board endorse the proposed policy;
2. Direct staff to make revisions to the draft policy and refer to the Board for decision;
3. Refer the policy to a Committee of the Whole meeting;
4. Defer consideration to a later date;
5. Receive the report only.

Recommendation:

That the agenda item summary from Gerald Pinchbeck, Manager of Communications, dated September 19, 2023, regarding a Board on the Road Meeting Policy Proposal, be received. Further, that the Committee recommend to the Board of Directors that the policy be adopted as presented.