

Island Community Services
Communications Committee

Date: March 19, 2024. 11:30am – 12:50pm

Present: Amanda Myers (Committee Chair) Gary McNutt (Board Member), Rob Grant (Executive Director), Rob Wiltzen (Operations and Communications Manager)

As the Board Communications Committee is established, the attendees listed above have gathered to begin the process of determining the direction of this ad hoc committee for the next year.

During the meeting the following details were discussed and determined:

- Amanda Myers will be the Chairperson of this committee.
- Terms of reference will be established. Attention will be placed on determining the scope of the committee, and its relationship to other communications activities and responsibilities within ICS
- At this point the Communications Committee is Ad Hoc, and will be reviewed after one year of service to determine the if the Board wishes to make this a standing committee.

ACTION: Amanda will bring some drafted concepts to inform the terms of reference to the next meeting.

ACTION: It is noted that a review and updates to the website are needed. Rob W is currently working on that task. Amanda will support Rob W on this over the next year. This is an ongoing operational need falling under Rob W's job scope, so Amanda will connect with Rob as needed outside of the Communications Committee meetings.

ACTION: Gary McNutt will work with Rob W on a plan to tell the story of Community Services through video. They will develop a list of themes and prioritize them over the next six months, including looping in Rebecca Pearson, HR Manager regarding the new employee orientation aspect of this work.

General discussion about ICS communications led to two areas of interest:

1. Internal communications to build relationships and transfer information between Board and operations teams. This is noted in the Strategic Plan 3.2

ACTION: To strengthen the relationship between the board and management team Amanda recommends a decolonial approach of sharing a meal together, and allowing time and space

for people to share who they are and why they want to do this work. Seek Board consent, and then Rob G to determine a date and set this in motion.

ACTION: Amanda will request at the next board meeting a list of items/documents (both past and current) that the Board would like to have available through the web portal.

2. Consideration of how our communications provides primary or secondary messaging about “how ICS works”. De-emphasizing traditional hierarchical bureaucracy that others may assume, and emphasizing service-oriented system (inverting the hierarchical triangle) that is most prevalent at ICS and most common among larger non-profits.
3. For future discussion the topics of data collection and community survey are to be considered and need to be addressed further.

Future monthly meetings are planned for the Tuesday prior to the regular board meeting.

Next meeting: April 16, 10:00 am Community Services Building.