



**El Dorado County Fire Protection District
Communication Committee Meeting**

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**14-Oct-2022
1:00PM**

Dial in Logistics:

Please join my meeting from your computer, tablet or smartphone.

Join Zoom Meeting

<https://us02web.zoom.us/j/84109537602?pwd=VFZkZk8veDBHTXYwUk5KdWd1S1NKUT09>

You can also dial in using your phone.

United States: +1 (669) 900-9128

Access Code:

Meeting ID: 841 0953 7602

Access Code: 032685

District Participants

**Fire Chief, Tim Cordero
Capitan, Jacob Poganski**

**Div. 5 Director Paul Gilchrest; Committee Chairman
Div. 1 Director Mark Brunton**

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Agenda Adoption
5. Approve previous meeting minutes
 - ✓ 8-Apr-2022
 - ✓ 29-Jul-2022
6. Public Comment
7. Communications Committee Matters

7.1. Web Page, Social Media & Internet Search Statistics

7.2. New Business;

7.2.1. Approve minutes via email.

7.2.2. Add District & Division Maps to website;

7.3. Old Business

7.3.1. Capturing Board Meeting Videos

- Posting recordings
 - 29-Jul; Two options discussed;
 - 1st; Options
 - ✓ Utilization of County Building “C”
 - ✓ Will be fully functional
 - ✓ Feasibility concerns of uninterrupted / availability in use using Building “C”
 - 2nd Option;
 - ✓ Equipment enhance EDCF public communications capabilities
 - ✓ Wireless mic, Video Camera
 - ✓ YouTube Channel utilization
 - ✓ EDCF website imbed player will utilize EDCF YouTube channel.
 - ✓ Will only be utilize in open session meetings

7.3.2. New Communications Campaigns

- First Responder Fee, FAQ’s
 - Communications plan created
 - Implementation phase
 - Engauge community
 - Develop FAQs
- JPA FAQ’s
 - Develop Communications plan
 - Communicate historical view (start with Chief Dutch’s material)
 - Communicate current state
 - Coordinate with Chief Cordero
 - Consistency in messaging bullet points

7.3.3. Increasing EDCF Searchability

- Further utilize search engine optimization tools
- Utilize Streamline tools which are already active
- Insure terms used by the district are aligned with the public

7.3.4. Progress on Communication Campaigns

- Finances
 - 29-Jul-2022 Capture FAQs
 - ✓ Revenue
 - ✓ Budget
 - ✓ Services / Operations
 - ✓ Capital expenditures
 - 08-Apr-2022 update
 - ✓ Building the Plan
 - 14-Jan-2022 update
 - ✓ Topics similar to chapters in a book include; Operations Budget, Capital Budget, Revenue, UAL, Services, Reserves
- Staffing
 - 29-Jul-2022 update
 - ✓ Communications plan created
 - ✓ Implementation phase
 - ✓ Develop FAQs
 - ✓ See 14-Jan-2022 notes
 - 08-Apr-2022 update
 - ✓ Building the Plan
 - 14-Jan-2022 update
 - ✓ Topics similar to chapters in a book include; Board, Command Staff, Rank & File, Services within the organization / structure
 - ✓ Organization Board, Command & Operations Structure (Leadership)
 - ✓ What is 2.0, 3.0, 4.0...
 - +/- of each staffing level
 - Fire Fighter vs Medic vs EMT
 - Understand Move & Cover
 - Training

7.3.5. Strategic Planning Public Communications

- 27-Jul-2022; Holding until strategic planning kicks off with Board.
- 08-Apr-2022 Update
 - Additional time needed to solicit internal resources.
 - Letter circulated seeking additional responses.
- 14-Jan comments
 - Have Captains trained in communication basics
 - Finalize the identification of PIO candidates in the next 2 -3 months.

- Communications Manager to complete “Letter of interest” for distribution to all personnel so as to inform and generate staff interest in the EDCF PIO function;

7.3.6. Recruitment Campaign;

- 27-Jul-2022;
 - Resource constraints
- 08-Apr-2022 Update
 - Recruitment video targeted to present to the Board. Initial Target was May is there an update on video presentation?
 - Join our team video to utilize on social media was discussed;
 - Utilize actively with FCTC
 - Apply opportunity to advertise via job fliers with focus on value of EDCF diversified team
 - Apply to website
 - Focus on what being a Fire Fighter with EDCF means; diversity of work. EDCF incident response includes a variety of calls unlike suburban / metropolitan fire agencies.
 - Repurpose video to be include with other Communication Campaigns
 - Integrate Ambulance & EMD services with JPA

8. Future Communication Committee meeting items

9. Set next meeting date;

10. Recap items to take to the next monthly board meetings for consideration

11. Adjournment