



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

**AGENDA**

**Station # 25**

**3034 Sacramento St  
Placerville, CA 95667**

**29-July-2022  
1:00PM**

**Dial in Logistics:**

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

<https://us02web.zoom.us/j/84049930515?pwd=RWE4VFV5ZlJ2UkV0TWlJVEhhZmM0Zz09>

**You can also dial in using your phone.**

United States: +1 (669) 900-9128

**Access Code:**

Meeting ID: 840 4993 0515

Access Code: 775244

## 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 4/8/2022 meeting minutes
6. Public Comment
7. Communications Committee Matters
  - 7.1. New Business;
    - 7.1.1. Capturing Board Meeting Videos
      - Posting recordings

### 7.1.2. New Communications Campaigns

- First Responder Fee, FAQ's
- JPA FAQ's

### 7.1.3. Increasing EDCF Searchability

## 7.2. Old Business

### 7.2.1. Progress on Communication Campaigns

- Finances
  - 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
  - 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

### 7.2.2. Strategic Planning Public Communications

- 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;

### 7.2.3. Recruitment Campaign;

- 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

#### 7.2.4. Integrating / applying searchable pdf documents & recordings on website

- 08-Apr-2022 Update
  - Improve public accessibility of information
    - ✓ Searchable PDF's improve disabled accessibility
      - Easily search Board document to access information
      - Allows ease of data searchability
      - Readability & audio readback
  - Inclusion of Board meeting recordings
    - ✓ Staff to investigate how best to accomplish
  - Staff to investigate both items and provide feedback for April / May board meetings.

#### 7.2.5. Website & Social Media Analytics Review

- 08-Apr-2022 Update
  - Reviews statistic from Google Analytics & MS Clarity included;
    - ✓ Pages Accessed, Devices used, Sessions
    - ✓ Staff to review and recommend what of reporting to the Board vs Operations.

#### 7.2.6. PIO Training with CalFire (1 – 4 day classes)

- 08-Apr-2022 Update
  - Two Classes discussed
    - ✓ Basic Communications like a 203 class
      - 5/23, 5/24 & 5/25
    - ✓ PIO do's and don'ts for Chief Officers
      - Open to CalFire & Local Agencies
    - ✓ Location Station 89 in Cameron Park

8. Web Page, Social Media & Internet Search Statistics

9. Future Communication Committee meeting items

10. Set next meeting date;

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

12. Adjournment