



**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.**

[<Enter Online Meeting Link here>](#)

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

United States: +1 (669) 900-9128

**Access Code:**

Meeting ID: [<NNN NNNN NNNN>](#)

Access Code: [<NNNNNN>](#)

**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; 1:19
2. Roll Call Chief Dutch, Jacob, Paul.
3. Pledge of Allegiance
4. Agenda Adoption; [Captain Poganski & Director Gilchrest](#)
5. Approve previous 4/8/2022 meeting minutes; [Deferred until next meeting when Communications Committee quorum is present.](#)
6. Public Comment; [No public in attendance.](#)
7. Communications Committee Matters
  - 7.1. New Business;
    - 7.1.1. Capturing Board Meeting Videos

- Posting recordings
  - 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

#### 7.1.2. 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

#### 7.1.3. 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

## 7.2. Old Business

### 7.2.1. 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

#### 7.2.2. 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;
    - 27-Jul-2022; On board 2nd PIO.
  -

#### 7.2.3. 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

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

- [Incorporated in agenda items 7.1 noted above. Remove from old business.](#)
- 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

- [Closed going forward will be include in agenda item 8](#)
- 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)

- [Closed](#)
- 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

8.1.27-Jul-2022;

- April 30 – Jul 29
- Facebook
  - ✓ 16,185 Facebook Outreach
  - ✓ 8,700 Followers
  - ✓ 515 New Followers
- Website
  - ✓ 16,185 Facebook Outreach
  - ✓ 8,700 Followers
  - ✓ 515 New Followers
- Tik Tok
  - ✓ 16,185 Facebook Outreach
  - ✓ 8,700 Followers
  - ✓ 515 New Followers
- Website
  - ✓ 16,185 Facebook Outreach
  - ✓ 8,700 Followers
  - ✓ 515 New Followers

## 9. Future Communication Committee meeting items

10. Set next meeting date; 10/14/2022

11. Recap items to take to the next monthly board meetings for consideration; None

12. Adjournment;

12.1. 3:26pm