



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**14-Jan-2022
3:00PM**

Dial in Logistics:

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

<https://us02web.zoom.us/j/84095974010?pwd=WEF6L2QvdkIXM3ZMS1pDbDdKZUQ5QT09>

You can also dial in using your phone.

United States: +1 (669) 900-9128

Access Code:

Meeting ID: 840 9597 4010

Access Code: 894567

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; 3:00PM
2. Roll Call; All present;
 - Chief Cordero
 - Captain Poganski,
 - Director Brunton
 - Director Gilchrest (Chair)
3. Pledge of Allegiance
4. Agenda Adoption
5. Approve previous meeting minutes as published on EDCF web site

6. Public Comment;

- None

7. Communications Committee Matters

7.1. New Business

7.1.1. 2022 Communications Champaigns

- Finances
 - Topics similar to chapters in a book include; Operations Budget, Capital Budget, Revenue, UAL, Services, Reserves
- Organization Command & Operations Structure (Leadership)
 - Topics similar to chapters in a book include; Board, Command Staff, Rank & File, Services within the organization / structure
- Staffing;
 - Topics similar to chapters in a book include; What is 2.0, 3.0, 4.0.
 - +/- of each staffing level
 - Fire Fighter vs Medic vs EMT
 - Understand Move & Cover
 - Training
- Board & Command
 - Web compliance require web adoption of:
 - Biographies / Photos / Terms
 - Election area maps being served
 - Local Government Examples include;
 - Cameron Park CSD
 - Placerville City
 - Sac Metro Fire

7.1.2. Communications Committee meeting frequency

- Set next meeting date; [08-Apr-2022](#)

7.1.3. Utilization of Hub & Spoke concept

- Hub as the Website
 - Library type capabilities
 - Storage of content on Web site
 - Categorization using
 - ✓ Meta data searches
 - ✓ Utilize Web analytics to further capabilities
 - Documents to be housed on the Web site
 - Begin redirecting content on Social media to EDCF website

- Utilization of eMail to promote news feeds associated with EDCF content
- Utilization of PDF documents with internal document search capabilities

7.2. Old Business

7.2.1. Strategic Planning Public Communications

- Public Information Officer mentorship training to partner Cal Fire opportunities
- 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

7.2.2. Social media and other digital media platforms - Discussion

- Previous Committee Discussion
 - Will EDCF web page be the primary communication source / repository of published information and data. Will the web page becomes the hub.
 - Will all other communications platforms (Facebook, Instagram, Twitter...) be spoke sources of information? Will all content derive from the EDCF web page? **Include Including Tik-Tic as another Social Media Platform.**
 - How will YouTube be considered / utilized as a library and hosting of EDCF videos for public consumption?
 - Align on and present recommendation to the Board Primary & Secondary

8. Future Communication Committee meeting items

8.1. Progress on Communication Campaigns

8.1.1. Web / Social Media Utilization

8.1.2. PIO Follow Up

- Letter of Interest
- People identified and training opportunities

8.1.3. Media Market Analysis

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

9.1. Web compliance requirements to recognize Board, Chief, and Command Staff.

9.2. Provide direction to begin establishing Communication Campaigns

9.2.1. Staffing

9.2.2. Financial stability

10. Adjournment

5:17PM