El Dorado County Fire Protection District
Communication Committee Meeting

AGENDA

Station # 28

3860 Ponderosa Road
Shingle Springs, CA 95709

04-Mar-2021
9:00AM

Join Zoom Meeting
https://us02web.zoom.us/j/87010595841?pwd=U21sa1lsVzdwdm1JVEticGY4RWwwQT09

Meeting ID: 870 1059 5841
Passcode: 025339

One tap mobile 1 (669) 900-9128

District Participants

Fire Chief, Tim Cordero	**Div. 5 Director Paul Gilchrest; Committee Chairman**
Capitan, Jacob Poganski	**Div. 1 Director Mark Brunton**

1. Call to Order

2. Roll Call

3. Pledge of Allegiance

4. Agenda Adoption

5. Approve previous meeting minutes as published on EDCF web site

6. Public Comment

7. Communications Committee Matters
    7.1.   New Business
        7.1.1. Strategic Planning Public Communications
            - "Strategic Plan" public notification and plan development process; e.g.
                - Internal Work Shops
                - External Work Shops
                - General Public Work Shop review

- Board Review & Public Feedback
- Finalization

7.1.2. Communications Committee meeting frequency
- Note; this was on a prior meeting and was not discussed to due to a local incident.

7.1.3. Board Meeting Correspondence accuracy and details
- Agendas & Minutes
- Library usage to easily search and find information
- Utilization of PDF documents with internal document search capabilities

7.2. Old Business

7.2.1. Committee Purpose Statement;
- Review edits from prior meeting and take to next Board meeting to adopt.

7.2.2. SOG / Policy Media Notifications;
- Review updates made by communications manager
- Review guidelines to utilize the manner / style like CalFire and other agencies and recommend at next Board meeting to adopt.
- Review mini training for individuals similar to ICS 203 course. Ensure training with EDCF SOG / Policy. Participant training involvement to include Chief Officer and Command Staff.
- Committee approval with recommendation at next board meeting to approve.

7.2.3. Job Descriptions
- Communications Manager; Review minor changes recommended by the Committee, which included:
  o Replace "Strategies" with "Goals & Objectives to execute on defined strategies." Discussion noted Strategies are derived from the Board and Chief Officer.
  o Change Bachelor's degree from minimum requirement to highly desirable
  o Change Qualified as Public Information Officer (PIO) to include reference to being an EDCF trained PIO
  o Seek recommendation to take to the next Board meeting to gain approval.
- Public Information Officer

- Secession planning associated with the new communications function

7.2.4. Board eMail Policy
- Form the prior Communications Committee meeting there was agreement all directors shall utilize EDCF email services. Doing so protects EDCF and the Directors so as to ensure any public information requests are easily providable and reduces sifting through personnel email.

- Modify the draft policy to include language ensuring the only access to Director email can be authorized by written approval by Chair and/or Vice Chair as well as notification is provided to the Directors that access is being allowed. This is to guarantee separation and privacy of any privileged information will be retained within the Board.

7.2.5. Social media and other digital media platforms - discussion
- Committee Discussion
  o Will EDCF web page be the primary communication source / repository of published information and data. Will the web page becomes the hub.
  o Will all other communications platforms (Facebook, Instagram, Twitter…) be spoke sources of information? Will all content derive from the EDCF web page?
  o 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

7.2.6. Website Redesign Policy (to include Web uplift analysis)
- Report on additional analysis requested from las meeting to determine the methodology and what features & functionality would prove to be the most cost effective and provide the easiest and intuitive access to the EDCF Website. Consideration should be taken to accommodate mobile devices. The topics below were discussed.
  o Methodology & Requirement Gathering Alignment
    ▪ Water Fall
    ▪ Joint Application Development

- - - Scrum / Agile
      - Others
    - Features
      - Stakeholder notifications target information push
      - Resident registration (capturing a district wide resident database)
      - Emergency Notifications
      - Communication Channel Utilization
    - Web Management

   7.2.7. Style Guide; Remove from Old Business
   - Recommendation taken to the Board and approved. Item to be removed from Old Business.

8. Future Communication Committee meeting items

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

10. Adjournment