



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**2-Nov-2023
1:00 PM**

Dial in Logistics:

<https://us06web.zoom.us/j/81438140237?pwd=yHYRbsbPHbmqTNOkAbxECE3ObhaNem.1>

Meeting ID: 814 3814 0237
Passcode: 174683

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 1:04pm
- 2) Roll Call: Present MB, TC, JP and PG
- 3) Pledge of Allegiance
- 4) Agenda Adoption
- 5) Public Comment **No Public Comment**
- 6) Communications Committee Matters
 - Old Business:
 - Diamond Springs – El Dorado Fire Protection District Annexation
 - Timeline / outline will be hosted on a page withing the Diamond Springs website
 - Various documents pertaining to the annexation process and scheduled meeting dates will be posted.
 - A draft has been created with Power Point. Purpose to articulate what will be finalized.
 - The webpage will provide a structured method of communications to all stake holders.
 - Engauge IFFA to provide mailing of created content outlining annexation facts to foster engagement

- Completion of the feasibility study will be the launching point to begin utilizing social media to provide accurate information to eliminate / reduce misinformation.
- Utilize quick reaction per direction from the Chiefs (Gallager & Cordero) having the Annexation Communications Team respond factually to any misinformation.
- News Letter
 - Develop consolidated newsletter for all stakeholders
 - Newsletter accessibility by selecting News on the main page and then selecting Newsletter
- Finance Campaign
 - In process
 - SB 660 was discussed in relation to the financial pension liability inequities.
- Recruitment / Staffing Campaigns
 - Fliers Updated
 - Close item and remove from future next agenda.

- Statistics:

- Website

- 8,100 users
- 109,207 page views
- Most popular, Homepage 5,000 unique views
- 2nd Most popular

- Social Media

Domain	Facebook	Instagram
Page Reach /Views	145,587	14,283
New Followers	377	287
Most Popular	9/14 Magnum's wish	DS & ECF Operational Orientations
Reach	46.7K	6,100
Reactions	1,600	318
Comments	43	3
Shares	66	12

Domain	YouTube	TikTok
Video Views	145,587	3256
Subscribers / Followers	289	1369

- Interdistrict Communication & Collaboration

- Collaborating with EDC office of Wildfire Preparedness and Resilience. Two-way exchange of information establishing consistency

- New Business:

- Capturing & Posting Board Mtg Videos per direction in 08-2023 Board Mtg

- Process to place on YouTube channel
- Status
- ETA to begin posting
- Videos have been recorded
- Adding links to the YouTube need to get Admin access to the channel.

- 7) Future Communication Committee meeting items
 - N/A at this time
- 8) Confirm & Set 2024 meeting quarterly dates
 - Meeting will continue to be quarterly
 - Director Gilchrest to look at proposed quarterly dates in 2024. In general, the meetings will occur in each quarter of the year.
- 9) Recap items to take to the next monthly board meeting for consideration
 - None
- 10) Committee Member Comments
 - Chief Cordero
 - Senator Gil's Placerville Christmas Parade & Joint Facilities Check presentation 12/3. 10:30a – 1p. Parade starts at 1p.
 - Director Gilchrest
 - Shingle Springs Cameron Park Chamber of Commerce Luncheon Presentation
 - Soroptimist Event at Cameron Park Country Club; Fire House Dinner
 - Shingle Springs Cameron Park Chamber Holiday Celebration
 - Toys, Turkeys and Twenties
 - Toy benefit EDSO Bearcat program
 - Other donation will benefit the Food Bank
- 11) Adjournment MB 1st , TC 2nd all in favor at 2:34PM