El Dorado County Fire Protection District
Communication Committee Meeting

AGENDA

Station # 28

3860 Ponderosa Road
Shingle Springs, CA 95709

07-Dec-2020
9:00AM

Dial in Logistics:
Communication Committee Meeting
Mon, Dec 7, 2020 9:00 AM - 10:00 AM (PST)

Please join my meeting from your computer, tablet or smartphone.
https://global.gotomeeting.com/join/597814381

You can also dial in using your phone.
United States: +1 (571) 317-3122

Access Code: 597-814-381

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

   Meeting started 9:07am

2. Roll Call

   In person; Mark Brunton, Paul Gilchrest, Tim Cordero

   Virtual; Jacob Poganski, Daren Billerbeck (resident)

3. Pledge of Allegiance

4. Adoption of Agenda

   7.1.5 Committee Purpose Statement moved to beginning of new business.

   7.1.8 Social media and other media platforms – discussion moved to be after Style Guide.

   7.1.4 Communication meeting frequency moved to end

5. Consent Calendar

6. Public Comment / Open Forum

   Daren Billerbeck

7. Communications Matters
   7.1. New Business
      7.1.1. Committee Purpose Statement
      Committee purpose read. Minor edits to be applied to shorten and make more concise.

      Updates to be applied and report in next committee meeting.

      7.1.2. SOG / Policy Media Notifications
      Utilize guidelines in the manner / style like CalFire and other agencies.

      Detailed Social Media Usage SOG provided during meeting. Committee to review and provide feedback for approval at the next meeting.

      Communications manager create mini training for individuals similar to ICS 203 course. Tailor training to align with EDCF SOG / Policy. EDCF participant involvement shall include Chief Officer and Command Staff.

      7.1.3. Job Descriptions
      - Communications Manager
      General discussion with minor changes to be applied. Some of the specifics include:

         - Replace "Strategies" with "Goals & Objectives to execute on defined strategies." Discussion noted Strategies are derived from the Board and Chief Officer.
         - Change Bachelor's degree from minimum requirement to highly desirable
         - Change Qualified as Public Information Officer (PIO) to include reference to being an EDCF trained PIO
      - Public Information Officer

      7.1.4. Style Guide
      Great approach to standardizing EDCF communications in a common manner by which EDCF will format information to be presented. Recommended this be brought to the entire Board with to accept as the official EDCF Style Guide.

      7.1.5. Social media and other digital media platforms - discussion
      General discussion as to what social media EDCF should be focused on using. Concern in taking on too many platforms and becoming ineffective with communications. General agreement to limit social media to primarily EDCF Web Page and EDCF Facebook with a secondary utilization of Instagram and Twitter. YouTube should be considered / utilized as a library and hosting of EDCF videos for public consumption.

      7.1.6. Board eMail Policy
      Committee agrees 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.

7.1.7. Website Redesign Policy

There was general discussion associated with a capabilities / accessibility up-lift to the web page. Additional analysis will be required 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.

- 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

7.1.8. Communications meeting frequency

This item was not discussed due to a structure fire incident requiring meeting attendee's involvement.

8. Old Business

With this being the first Communications Committee Meeting, no old business was discussed.

9. Future Communication Committee meeting items

Finalize and approve Committee purpose statement

Review and approve Social Media Usage SOG vote on recommendation and send to Board

Review finalized Board email policy. Vote on recommendation and send to Board

Provide feedback on Web uplift analysis

10. Items to take to monthly board meetings for consideration

Style Guide with recommendation to accept as the official EDCF communications manner by which EDCF will format information to be presented.

11. Adjournment

10:58 AM