



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**23-Feb-2024
1:00 PM**

Dial in Logistics:

<https://us06web.zoom.us/j/83801482089?pwd=FxU8ePv70kK6CVjggqyzzgUQLpzxHBy.1>

Meeting ID: 838 0148 2089
Passcode: 707758

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 **1:02P**
- 2) Roll Call: Present **MB, TC, JP & PG**
- 3) Pledge of Allegiance
- 4) Agenda Adoption **MB, TC**
- 5) Public Comment **None**
- 6) Communications Committee Matters
 - Old Business:
 - Diamond Springs – El Dorado Fire Protection District Annexation
 - Holding until feasibility study complete.
 - California Professional Firefighters, CPF fact sheet prepared to use with future mailings.
 - Tracking SB 1240 date once pass & signed this will start the timeline to begin LAFCO process.
 - Establish Internal & External FAQ's and utilize QR code to disseminate information.
 - Look at potential utilization of common web services platform.

- Newsletter
 - In Process
- Finance Campaign
 - In Process
- Capturing & Posting Board Mtg Videos per direction in 08-2023 Board Mtg
 - Videos online connect via website & YouTube channel.
 - Provides near real-time access to ECF Board & Committee meetings.
- Interdistrict Communication & Collaboration
 - Participating with the EDC Office of Wide fire Resiliency
 - Act as clearing house for Fire Suppression & Prevention
- Confirm & Set 2024 meeting quarterly location, time & dates:
 - Place dates, times, and locations on ECF website calendar.
 - ✓ Location; Station 25
 - ✓ Time; 1:00pm – 2:30p
 - ✓ Dates; 2/23, 5/17, 8/23 & 11/15

- Statistics: Oct 2023 – Dec 2023

- Website

- 7.3K users,
- 129,686 total page views
- Most popular page: homepage with 4.2K unique views
- Second most popular page: burn permits with 1.8K unique views
- 242 email subscribers

- Social Media

Domain	Facebook	Instagram
Page Reach /Views	102,865	12,100
New Followers	10,960	6,029
Most Popular	10/3 Magnum's wish	10/3 Magnum's wish
Reach	47,900	4,600
Reactions	886	323
Comments	24	9
Shares	48	51

Domain	YouTube	TikTok
Video Views	10,200K	2,600
Subscribers / Followers	334	1,367
Lifetime Views	159,700	

- New Business:

- EMS & Fire Suppression Communication Campaign
 - Great short video vignettes to outlining processes
 - ✓ Medical Assistance

- ✓ Fire suppression & prevention
 - ✓ Other emergency services, extractions, rope & water rescues...
 - Source Material
 - ✓ CPF
 - ✓ Nationally recognized organization on processes and procedures
 - Seek partnerships with local access TV stations such as Public Service Announcements, PSAs.
 - ✓ Channel 2, Sierra Community Access Television
 - ✓ Additional Sacramento TV markets
 - Include a video elaborating on shared services with Dimond Springs
 - All content created would be reusable for training, recurrent & PSAs.
- 7) Future Communication Committee meeting items;
- No additions currently
- 8) Recap items to take to the next monthly board meeting for consideration.
- Diamond Springs – El Dorado Fire Protection District Annexation
 - EMS & Fire Suppression Communication Campaign
 - Stats
- 9) Committee Member Comments
- Utilization of training opportunities as communication outreach
- 10) Adjournment 2:30pm MB & TC