



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**13-Apr-2023
11:00 AM**

Dial in Logistics:

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

Join Zoom Meeting

<https://us02web.zoom.us/j/89781638196?pwd=VVkzRzBsRytXVVBKNXNHMERNdEo0QT09>

Meeting ID: 897 8163 8196

Passcode: 890033

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; **11:06AM**
2. Roll Call: **Chief Cordero, Capitan Poganski, Director Gilchrest**
3. Pledge of Allegiance
4. Agenda Adoption; **1st Cordero, 2nd Poganski**
5. Public Comment; **No Public Comment**
6. Communications Committee Matters
 - Statistics:
 - Website
 - Social Media
 - **Top Social Media Posts**

Facebook; Engine 328 running out of Station 19	Reach 38.8K
	Comments 68
	Reactions 973
	Shares 83

Instagram; ECF & Diamond Solo Accident Response	Reach 3.8K
	Comments 11
	Likes 453
	Shares 99K

○ Top Social Media Statistics Summary

Online site	Followers	Visits	Reach
Website	10,000 (new users)	24,265	n/a
Facebook	10,022	15,638	139,595
Instagram	5,732 (new 659)	3,316	151,988
TikTok	1,273	94,291 (views)	
YouTube	175	85,012	
Twitter	1,319 (87 new)	8,427	11,893 Tweet Impressions

○ For details see document “Website and Social Media Statistics Jan-Mar” provided by Capitan Poganski

● New Business:

○ Communication Campaigns

- ✓ Diamond Springs – El Dorado Fire Protection District
 - ✓ Utilization Pathway to Fiscal Solvency document
 - ✓ Utilize financial strength as part of EDCF and DS work with LAFCO
 - ✓ Include information associated with feasibility phase to be included
 - ✓ Integrate flow chart provided by LAFCO to provide process visual
- ✓ New Letter;
 - ✓ Look into positioning portions of the newsletter to be utilized as Public facing document. This separate newsletter would be emailed to the ECF web-site subscribers.

● Old Business:

○ Board Meeting Videos

- Status Building C County Offices
 - ✓ Potential to move back
 - ✓ Requires changing the Board meeting date
 - ✓ Would not be able to use audio / video equipment.
- Status Disposition of Owl device utilization at
 - Board meetings, Committee meetings
 - Chief’s & Captain’s meetings
 - Training Sessions and more
 - ✓ Owl system is working out to be a very cost-effective audio / video solution.

○ Finance Campaign

- ✓ In process
- ✓ Utilize the “Path to Fiscal Solvency” document produced by Chief Dutch
- ✓ Integrate with the ECF & Diamond annexation working group messaging

○ First Responder Fee Campaign

- ✓ Completed
 - ✓ FAQ placed on website. Additional FAQs will be added as incurred with billing system implementation.
 - Recruitment / Staffing Campaign
 - ✓ Completed
 - ✓ Fresh look at PAO, FF and FF Paramedic flyers.
7. Future Communication Committee meeting items
- ✓ ECF & Dimond negotiations
 - ✓ Owl meeting needs check point
 - ✓ Finance Campaign
 - ✓ Include as a standing item “Other Agency Communication & Collaboration”
8. Confirm & set next meeting dates:
- 10-Aug-2023 10:00AM Station 25; Typo should be 13th July
 - ✓ Set 13th July as 3rd quarter meeting
 - 11-Nov-2023 10:00AM Station 25; Typo should be 12th Oct
 - ✓ Set 12th Oct as 4th quarter meeting
9. Recap items to take to the next monthly board meeting for consideration
- ✓ Consideration as to going back County Bldg C
 - ✓ Audio / Visual will not be available
 - ✓ Will require changing board meeting date
 - ✓ Owl audio /visual tool is meeting needs
10. Committee Member Comments topic to be added to the agenda for all future meetings.
11. Adjournment; 11:48AM