



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

**AGENDA**

**Station # 25**

**3034 Sacramento Street**

**Placerville, CA 95667**

**June 18, 2021**

**9:00AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/85224304882?pwd=TjZHamtmVkc5OXI1SU1GUUN4WVAYQT09>

Meeting ID: 852 2430 4882

Passcode: 158760

One tap mobile

1(669)900-9128

## District Participants

**Fire Chief, Tim Cordero  
Captain, Jacob Poganski**

**Div. 5 Director Paul Gilchrest; Committee Chairman  
Div. 1 Director Mark Brunton**

1. Call to Order; 9:24a
2. Roll Call;
  - Jacob Poganski; Captain
  - Mark Brunton; Director Div 1
  - Paul Gilchrest; Director Div 4, Committee Chairman
  - Tim Cordero; District Fire Chief
3. Pledge of Allegiance
4. Agenda Adoption
5. Approve previous meeting minutes
6. Public Comment

None

## 7. Communications Committee Matters

- New Business

### 7..1. Website redesign Streamline Presentation

- High Level Requirements / Product Features
  - Subscription to services / blogs
  - Voluntary Registration of District Residents
  - Brighter Colors, lighten up the website
  - Utilization of banner notifications
  - Public meetings / archiving
  - Special District & ADA Complainant
  - Unlimited Archiving
  - Additional requirements were discussed
- Site Management
  - Mostly drag and drop
  - Graphic User Interface
  - “Significantly” easier than current tool set
- Streamline Services
  - Training
  - Unlimited support
  - CSDA affiliated
  - Monthly Subscription
    - \$600 / month non CSDA membership
    - \$400 / month with CSDA membership (33% discount)
    - Discount will fund CSDA Associate membership
  - Chief Cordero to obtain an agreement with Streamline identifying all anticipated costs
  - Cost was within the purview of the Fire Chief and direction from the committee was to move forward
  - The new website is anticipated to be presented at the July Board meeting and with Board approval the new website will be activated
- Demo EDCF Site to be available in three weeks
  - Communications Committee Review
- Additional asks of following presentation
  - Does the product contain work flow capabilities
  - Submission forms, project tracking in prevention? Follow up with prevention needs
  - Stripe Connect – online payment system. Will it work with the County?
  - Multiple Languages?

### 7..2. Strategic Planning Public Communications

- Stakeholders discussed reach out to previous participants
- Breakout sessions based on topics noted in previous meeting
- Meeting tentatively scheduled 7/30

### 7..3. Communications Manager Identification

- Jacob Poganski identified as the most qualified candidate
- Communications committee directors to recommend at next board meeting.

- Concerns discussed as to potential conflict of interest with Poganski being the Union President and the District's Communications Manager; Procedure to be developed to eliminate any perceived or actual conflict of interest.

#### 7..4. Website Redesign Project Kick Off

- Project Team
  - Comprised of the Board's Communications Committee
  - Operational Communications Committee to be created
    - Include resources from each shift
    - Include a member from the command staff
- Vision Statement
  - Create a district website by the end of August 2021. The site will fully utilize a state-of-the-art graphic user interface (GIU) to enable easy site navigation allowing district residents obtain information via both push and pull methods. Additionally, the site will utilize the GUI to easily manage and maintain the site.
- Web Page features / functionality identification
  - See items noted above
  - Also noted product feature list created earlier in the year

#### 7..5. Communications Capital Investment Needs & Wants Identification

- Web Tool Kit
- Duty phone & tablet for shift trained individuals responsible to publish communications
- Training MS Office & Video editing software
- Investment in existing software tools and Hardware like GoPro

#### • Old Business

##### 7..1. Committee Purpose Statement;

- **Purpose;** The Communications Committee maintains the district's outward facing messaging and announcements. District communications are to inform and educate the public as to District: Strategy, Operations, Finances, Education while fostering Community engagement.
- The Committee oversees the communications strategy and utilization of proper messaging channels and platforms. The purpose being to effectively inform the public and chronical all activities performed in providing the public with; 1) Fire prevention / suppression services, 2) Public emergencies, 3) Emergency medical service, 4) Fire protection and 5) District Governance.

#### 8. Future Communication Committee meeting items

- Move to quarterly meetings
- Identify / create Operational Communications Committee; Chief Cordero / Captain Poganski
- Cost analysis and identification of communications tools (note goal in include in budget)
- Develop maintenance schedule / decision tree

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

- Communications Manager Recommendation
- Web Site redesign demo
- Presentation of agreement to Board to adopt as website platform

10. Adjournment; [12:27p](#)