



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

**AGENDA**

**Station # 25**

**3034 Sacramento St  
Placerville, CA 95667**

**8-April-2022  
1:00PM**

**Dial in Logistics:**

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

<https://us02web.zoom.us/j/85134045807?pwd=RXpDZjFaOS9SR1p1d0h6YlBwZGY2UT09>

**You can also dial in using your phone.**

United States: +1 (669) 900-9128

**Access Code:**

Meeting ID: 851 3404 5807

Access Code: 533975

**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
2. Roll Call
3. Pledge of Allegiance
4. Agenda Adoption
5. Approve previous meeting 1/14/2022 minutes distributed on 1/20/2022
6. Public Comment;
7. Communications Committee Matters
  - 7.1. New Business
    - 7.1.1. Recruitment Campaign

7.1.2. Integrating / applying searchable pdf documents & recordings on website

7.1.3. Website & Social Media Analytics Review

7.1.4. PIO Training with CalFire (1 – 4 day classes)

## 7.2. Old Business

### 7.2.1. Progress on Communication Campaigns

- Finances
  - Topics similar to chapters in a book include; Operations Budget, Capital Budget, Revenue, UAL, Services, Reserves
- Staffing
  - Topics similar to chapters in a book include; Board, Command Staff, Rank & File, Services within the organization / structure
  - Organization Board, Command & Operations Structure (Leadership)
  - What is 2.0, 3.0, 4.0...
    - +/- of each staffing level
    - Fire Fighter vs Medic vs EMT
    - Understand Move & Cover
    - Training

### 7.2.2. Strategic Planning Public Communications

- Previous meeting 14-Jan comments
  - Have Captains trained in communication basics
  - Finalize the identification of PIO candidates in the next 2 - 3 months.
  - Communications Manager to complete “Letter of interest” for distribution to all personnel so as to inform and generate staff interest in the EDCF PIO function

8. Future Communication Committee meeting items

9. Set next meeting date

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

11. Adjournment