



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**13-July-2023
1:00 PM**

**Dial in Logistics:
Join Zoom Meeting**

<https://us06web.zoom.us/j/89050188241?pwd=WXB0MFISbGlrK1lNN21udEljeENTZz09>

Meeting ID: 890 5018 8241

Passcode: 640806

One tap mobile +16694449171,,89050188241#,,,,*640806# US

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 **1:01p**
2. Roll Call: **MB, JP, TC & PG**
3. Pledge of Allegiance
4. Agenda Adoption;
 - **Move Old Business to first item under Communications Committee Matters**
 - **TC motion & JP 2nd all in favor.**
5. Public Comment; **None**
6. Communications Committee Matters
 - **Old Business:**
 - **Diamond Springs – El Dorado Fire Protection District Annexation**
 - Utilization Pathway to Fiscal Solvency document
 - Utilization of LAFCO process flow chart
 - **Consultant recommendation to push information to the public**

- Utilize EDCF social-media to direct all internet traffic associated with the annexation a landing page on the Dimond Springs website.
 - Add 4th column to EDCF main page to provide reference link to DS information page.
- News Letter
 - In action
- Board Meeting Videos
 - Status Disposition of Owl Device Utilization
 - Owl devices are being used and meeting are being captured.
 - Placing Board Meeting Videos on YouTube Channel
 - Capability exists to post on You Tube Channel per recorded meetings.
- Finance Campaign
 - Holding on launch with Diamond Springs annexation.
- First Responder Fee Campaign
 - Some public questions associated with charges.
 - Direct questions to 3rd party billing (Wittman) to have payment scenarios explained. This includes hardship situations.
 - ECF website has FAQs to also help explain the fee.
 - Work to create a phone tree option at ECF phone system.
- Recruitment / Staffing Campaign
 - Continue in to promote work done with ECF maintaining a candidate list.
 - Maintaining a candidate list with those expressing general interest.
 - Paramedic Ambulance Operator, PAO position is seeing increased interest from potential candidates.
- Statistics:
 - Website [see attached document](#)
 - Social Media [see attached document](#)
 - Interdistrict Communication & Collaboration
 - Email integration distribution lists with DS and ECF
 - Operations
 - Training
 - Events
 - Office of Wildfire Preparedness and Resilience
 - Prevention work
 - Training awareness
 - Engage public and private entities about wildfire resilience efforts
- New Business:
 - Communication Campaigns
 - None, maintain focus on existing campaigns
- 7. Future Communication Committee meeting items
 - Focus on the DS annexation.
- 8. Confirm & set next meeting dates:
 - Nov-9th Station 25.
- 9. Recap items to take to the next monthly board meeting for consideration
 - Consultant recommendation to push information to the public

- Utilize Social / Media and website Landing page Diamond.
- Add 4th column to EDCF page to share information directing traffic to DS webpage.

10. Committee Member Comments

- Office of Wildfire Preparedness
 - Include next agenda an update Office of Wildfire Preparedness and Resilience
 - Public Out Reach committee; Under old business

11. Adjournment 1:53

- Motion by MB and 2nd JP all in favor.