



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

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**8-Feb-2023
10:00 AM**

Dial in Logistics:

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

<https://us02web.zoom.us/j/89225109241?pwd=WCSwZHhiamlyN1hSOWdNRjB0MGZiZz09>

You can also dial in using your phone.

United States: +1 (669) 900-9128

Access Code:

Meeting ID: 892 2510 9241

Passcode: 160290

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 **10:10PM**
2. Roll Call: Director
 - Director Brunton present
 - Director Gilchrest present
 - Chief Cordero present,
 - Caption (Communications Manager) Poganski
3. Pledge of Allegiance
4. Agenda Adoption
 - Removed item "Approve Previous Meeting Minutes" done via email.
 - 1st Cordero, 2nd Brunton
5. Public Comment

- No Public Comment

6. Communications Committee Matters

- Statistics:
 - Website
 - Social Media

Statistics				
	Followers	New Followers	Page Visits	Page Reach
Facebook	9,905	2,027	56,202	263,386
Instagram	5,611	930	11,202	53,876
TikTok	1,273		94,876 (video)	
YouTube	175		85,012	
Twitter	1,319	87	8,427	11,893 (impressions)

- 39K views of virtual ambulance tour.
- New Business:
 - Communication Campaigns
 - Diamond Springs – El Dorado Fire Protection District
 - Retain as a standing item
 - Diamond Springs (DS) will take the lead on communications and EDCF will support DS
 - Include a LAFCO Flow Chart to communicate progress
 - Reviewed the draft Communications Plan, Timeline,
 - Executive Summary
 - SWOT Analysis
 - Target Audience
 - District Positioning
 - Strategy
 - Tools & Tactics
 - Budgets
 - Project Plan & Schedule
 - Timeline identifying milestones
 - Working PIO Team
 - Mullet (DS)
 - Poganski (EDCF)
 - Schnyder (EDCF)
 - Smith (EDCF)
- Old Business:
 - Board Meeting Videos
 - Bldg C County Offices, Technology Upgrade
 - Government entity uses the room same day / time as EDCF Board meeting. Going back into Bldg C would require EDCF Board meeting day / time change
 - Concept of “Owl” recording / camera device to pick up all speakers
 - Within Chief’s authority to purchase
 - Owl device utilization at
 - Board meetings, Committee meetings
 - Chief’s & Captain’s meetings
 - Training Sessions and more
 - Finance Campaign
 - Utilize Pathway to Fiscal Solvency document
 - Utilize financial strength as part of EDCF and DS work with LAFCO
 - First Responder Fee Campaign

- FAQ page up
- Turn on next month or two
- Near go live make a local media information push
- Utilize financial strength as part of EDCF and DS work with LAFCO
- Recruitment / Staffing Campaign
 - Recruitment flier updates
 - Paramedic Ambulance Operator
 - Firefighter Paramedic
 - Firefighter EMT

7. Future Communication Committee meeting items

- 13-Apr-2023 10:00AM Station 25
- 10-Aug-2023 10:00AM Station 25
- 11-Nov-2023 10:00AM Station 25

8. Confirm & set next meeting dates:

- Utilize Pathway to Fiscal Solvency
- Utilize financial strength as part of EDCF and DS work with LAFCO

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

10. Adjournment 12:08p 1st Brunton, 2nd Cordero