

Mountain Communities VOAD

Meeting Minutes, 5/18/2004

Submitted by Janet Shown 5/18/04

Next (working) Meeting: Tuesday, June 1, 6:30 p.m., Risen Lord Lutheran Church

Agenda Topics: Marketing Plans

Snacks to be provided by: Becky Van Hout

Next Monthly Meeting: Tuesday, June 22, 6:30 p.m., location TBA

In attendance:

- Stephanie Ayers, Mountain Resource Center
- Janet Shown, Mountain Resource Center
- Beth Graham, Risen Lord Lutheran Church
- Becky Van Hout, Disaster Support Volunteers
- Jack Frank, Disaster Support Volunteers
- Sharon Heck, Disaster Support Volunteers

Handouts Distributed:

Handouts	From
Revised/renamed MCVOAD Resource Survey, Communications Plan, Membership Agreement, marketing flyer, and other materials	Janet
Draft of CERT emergency preparedness training reward flyer	Janet

Agenda Discussion: Meeting times, MCVOAD next steps

The meeting commenced at 6:30 p.m. at the Risen Lord Lutheran Church with representatives of three organizations present, providing a quorum. Food and drinks were provided by Risen Lord Lutheran Church. Handouts were distributed showing MCVOAD's new name; typographic errors were identified and will be corrected. The documents will be available on the MCVOAD website. Members were encouraged to use the revised marketing materials and surveys in presentations and recruiting meetings. Members addressed agenda items of organizational meeting times and next steps for MCVOAD. The meeting adjourned at 8:10 p.m.

Decisions:

1. Regular meetings will continue to be the 4th Tuesday of each month at 6:30 p.m. The meetings will generally be 1.5 hours, but may last longer when required by agenda items.
2. Next steps for the organization were identified as the following:
 - ◆ Promote and provide CERT emergency preparedness education
 - ◆ Recruit new member agencies among groups active in emergency relief and/or response
 - ◆ Recruit new resource agencies among businesses, civic groups, and other organizations that can provide resources during community disasters
 - ◆ Market MCVOAD and the CERT emergency preparedness training

- ◆ Divy up the work load among member agencies
 - ◆ Make a database for the resource agencies and the resources they can provide – Becky volunteered a friend to develop the database
3. The CERT emergency preparedness training will include a reward system for each module taught and for the completion of all 6 modules. MCVOAD members will work to solicit rewards from local businesses, and to have presenters of modules not presented by CERT volunteers present prizes during each module. Recipients of educational sessions will receive certificates with a place for stickers showing which modules they have completed. A tentative plan is to reward people who have completed the entire series with a 10 percent discount card or coupons usable at local businesses for discounted or free meals, etc. A committee will be formed to manage and promote this project, and will include volunteers not on the Steering Committee.
 4. Volunteers will be recruited among Disaster Support Volunteers, Mountain Resource Center's Disaster Relief Team, and Risen Lord Lutheran Church to assist in education and marketing efforts for both MCVOAD and CERT emergency preparedness trainings. Other member agency volunteers will also be encouraged to participate. A meeting will be held with the combined volunteers to educate them about the efforts, recruit volunteers to assist in CERT emergency trainings and marketing, and to recruit new MCVOAD resource agencies.
 5. A meeting to plan marketing strategies and target audiences will be held Tuesday, June 1 at 6:30 p.m. at Risen Lord Lutheran Church. The purpose of the meeting will be to assure that a marketing plan and resources are developed before the meeting of volunteers is held.
 6. MCVOAD Steering Committee members will work to recruit fire department personnel to collaborate in providing fire safety education (modules 2 and 3) as follows:
 - ◆ Elk Creek VFD: Has agreed to assist; Janet will follow up
 - ◆ Platte Canyon: Becky will contact
 - ◆ Indian Hills: Jack will contact
 - ◆ North Fork and Trumbull: MRC will contact
 - ◆ Inter-Canyon: Sharon will contact

Items to be discussed with the fire departments = MCVOAD name change, current activities, CERT emergency preparedness training activities and request for collaboration on Modules 2 and/or 3. Fire dept. personnel who agree to provide fire safety education should be made aware of Module 2 or 3 objectives but given freedom to modify for each audience.
 7. MCVOAD members will work to recruit new *member* agencies among the following organizations:
 - ◆ Platte Canyon Health Council – Beth
 - ◆ Park County Sheriff Dept. – Becky
 - ◆ Jefferson County Sheriff Depts. – Janet
 - ◆ St. Laurence Outreach/Episcopal Church – Beth
 - ◆ Salvation Army – Beth
 - ◆ VFWs – DSV
 - ◆ Other Park Co. emergency responder groups – will divide among members; Janet will get list from Judy Anderson

8. MCVOAD members and volunteers will work to recruit new *resource* agencies among the following groups:
 - ◆ Churches and synagogue – Stephanie will bring list
 - ◆ Civic clubs and non-profit agencies – Beth will bring list
 - ◆ Businesses – Beth will bring list
 - ◆ Realtors – Becky will bring list
 - ◆ Chamber of Commerce – Beth
 - ◆ Homeowners Associations – Stephanie mailed info about CERT emergency trainings
9. The group briefly discussed MCVOAD's scope of services and networking. Members unanimously agreed that efforts at recruiting member agencies should be kept local within the original service area identified for MCDC. Members also agreed it is preferable to maintain Steering Committee membership among local community members without representation of regional, state, and national organizations.

Discussion Items:

1. Opportunities for marketing MCVOAD and CERT Emergency Preparedness trainings were identified, including the following:
 - ◆ June 12, Rhubarb Festival, Pine
 - ◆ June 19, Bailey Days
 - ◆ July 4th, Indian Hills Fire Dept. pancake breakfast and fireworks display
 - ◆ August 28 and 29: Conifair
 - ◆ Sept. 18, MRC Run for the Resource 5K run
 - ◆ VFW breakfasts in Conifer and Shawnee
2. A Community Emergency Awareness day was discussed, but no decision was made to pursue coordination of such an event. Instead, it was determined that education may occur at events which are already occurring, including Bailey Days, Conifair, etc.
3. The need for a large sign for use at community events and marketing events was discussed, but no decision was made regarding its development.

Information Items:

1. Beth Graham has re-established her active status on the Steering Committee. (yay!)

Items to be done by committee members:

1. **All Committee Members:** Publicize MCVOAD and CERT emergency preparedness trainings; research local events re. MCVOAD participation.
2. **Becky:** Contact Platte Canyon VFD re collaborating on CERT emergency preparedness trainings; invite representatives of Park Co. Sheriff Dept. to be member agency of MCVOAD; bring list of realtors to marketing meeting June 1; bring food to marketing meeting June 1.
3. **DSV:** Contact VFWs re. MCVOAD membership and/or resource survey.
4. **Sharon:** Contact Inter-Canyon VFD re collaborating on CERT emergency preparedness trainings.

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5. **Jack**: Contact Indian Hills VFD re collaborating on CERT emergency preparedness trainings.
 6. **Beth**: Contact Platte Canyon Health Council, St. Laurence Outreach, and Salvation Army re. MCVOAD membership; present MCVOAD and CERT info to Conifer Chamber of Commerce and ask them to fill out MCVOAD Resource Survey; bring list of civic clubs, businesses, and non-profit agencies from Conifer Chamber to next meeting June 1; find out if MCVOAD can participate in the Rhubarb Festival.
 7. **MRC**: Contact North Fork and Trumbull VFDs re. collaboration on CERT emergency preparedness trainings.
 8. **Stephanie**: Bring lists of churches and synagogue to meeting June 1.
 9. **Janet**: Check back with Elk Creek VFD re collaboration on CERT emergency preparedness trainings; discuss MCVOAD membership with Jefferson Co. Sheriff Dept., Park Co. Office of Emerg. Mgmt., old members, and other Park Co. emergency relief and response organizations (getting list from Judy A.); re-send new surveys with MCVOAD name to old members.