

Montgomery County CERT Steering Committee Meeting Minutes

April 1, 2013

Steering Committee Members in Attendance

Greg St. James, Program Manager	Jay Wilson, Outreach Coordinator	Jay KapLon, IT Coordinator
Steve Peterson, President	Kathee Henning, Training Coordinator	Ken Ow, Logistics Coordinator
Rick Dunn, Vice President	Denise Gilmore, HR Coordinator	Tom Smith, Dep Ops Coordinator
Tricia Laut, Treasurer	Carl Brill, Comms Coordinator	Tricia Laut, Registrar

Steering Committee Members not in Attendance

Marcy Fine, Secretary
Ben Koshy, Operations Coordinator

CERT Members in Attendance

David Contois

Meeting began at 7:00pm and adjourned at 8:55pm

Program Manager Updates

Greg reported on the following:

- Grant funding
- Domain name renewal
- MCCERT's expenditures and income (required quarterly per Policy and Procedures)
- Accolades for the March 25th MCCERT Deployment to Bethesda-Chevy Chase High School for the 400+ displaced guests from the Bethesda Hyatt fire.

Grant funding requested by MCCERT leadership was approved; however, how funding is dispersed for the items in which MCCERT needs is challenging as the funding comes from different grants. Greg stated MCOEMHS is aware of the time restrictions (April 8th deadline) for renewing our domain name. Steve reiterated that by not renewing www.montgomerycert.org and www.montgomerycert.com before the deadline, MCCERT is at risk for losing the domain names permanently, let alone the loss of the website. In year's past, MCCERT Presidents would charge the domain name renewal on their personal credit cards in order to maintain continuity of the website; however, no one else will use their personal funds to renew a cost that we have known about for four months. The proposal for funding by MCOEMHS was for a 5 year renewal so MCCERT does not face this challenge each year, in addition to it being cost-effective.

While discussing expenditures and income, Greg proposed sending Denise Gilmore and David Steele to moulage training. It is 3 days. Greg needs to determine whether there will be any remaining money in the budget to send David too. It is desired that the two go together; however, it may have to be a separate times due to budget constraints. The steering committee voted on Denise going first.

The discussion of raising funds for MCCERT surfaced during this portion of the agenda. The discussion centered on the legalities of providing a "tip jar" at outreach events in the future. Tom Smith will research this fund raising initiative, looking at accountability issues, drafting language for incorporation into the Policy and Procedures manual. Steve requested that until issues have been addressed and the language for the Policy and Procedures is approved (at a future steering committee meeting), MCCERT should not put a tip jar on the table.

Greg submitted the CPR budget for the whole year to MCOEMHS (240 cards) and will be sending forward a request for funding for the equipment this week. Additionally, he is going to decide whether or not is feasible to seek funding for Constant Contact services. There are some redundancies in communications by using this service; however, it would be a valuable service should the green screen marketing concept mature and be leveraged.

Greg spoke with the Point of Contact arranging this year's CERTCON which will be held in Virginia. The dates of the event are June 29th and June 30th. Additional information will be coming.

Officer Updates:

Steve presented a list of goals for 2013 saying the list is more of a guide in which members can follow throughout the year. With the exception of the Volunteer Management System software procurement, there is no specific order of priority.

Rick Dunn reported he will be working on enhancing our current survey that is distributed to current trainees. He will come to the 2nd class of the April/May trainees and hand it out to them.

Steve proposed the Secretary role review action items from the past steering committee meeting so we can ensure accountability.

Tricia Laut received the quarterly accounting report from Greg during his discussion on expenditures and income.

Coordinator Updates:

Training:

Kathee shared with steering committee members the upcoming April/May training class schedule. Instructors have been confirmed for the first four sessions and the remaining sessions are a work in progress in determining the instructors. However, it is important to point out that the content of each training session is confirmed.

Kathee handed out the Training Report which discussed the following:

- The Crime Scene Management training is this Saturday, April 6th. MCCERT has registered over 38 registered, which includes several from Fairfax. According to instructor Fire Chief Scott Emmons from Rockville, he has additional personnel he is signing up. Chief Emmons has ordered 50 certificates from FEMA. He wants someone to type the certificates during the class so MCCERT would need access to a computer and printer; however, MCCERT will not have access to a printer at the PSHQ that day. Steve proposed we ask for a signed scanned blank certificate from Chief Emmons that we can add the students names on, make a pdf document of and send back to him and/or Kathee. Kathee or Greg is going to contact Chief Emmons and see if this possible. Also, FEMA requires a Student ID number in lieu of their social security number. All registered students have been notified that they must bring this information with them.

- Certificates from the Jan/Feb training class were sent to Robert Ward at MEMA. Kathee will research into the feasibility of having electronic signatures in the future (similar to FEMA's EMI) so as to eliminate the necessity of mailing certificates to Robert each time there is a graduating class.
- The April/May CERT Class begins Thursday April 11th at 7-9pm, and Sundays 12:30-4:30. The first class is same night as CERT meeting, so instructors will be moving back and forth between these two events. First night is paperwork, introductions, team building, and WTC overview. First Sunday class is Elvis Rules, RPM, and Rapid Triage (Greg, Cynthia, David S). Thursday, April 18th is CPR/AED (Cynthia Halota, Terry Fortier). Additional CERT class instructor lists will go out this later this week. The last class is on Saturday May 11th rather than May 12th to avoid Mother's Day. The practical needs mock victim volunteers. Scott Gutschick's boy scouts are not available for this date but will join us again in the fall. Need contacts with Boys Scouts for this event. Steve and Jay W. are working to address this gap.
- There is need for further discussion on how to try and effectively streamline the Student Service Learning (SSL) Hours certification process for MCCERT. Currently, students complete an SSL form from MCPS and bring it with them to the practical, filled out in advance for their part. However, it took 60 minutes for Kathee to certify this form the 30+ Boy Scouts last time. MCCERT needs to attempt to avoid having to commit this much time after the practical is over next time. No decision on how to do this was reached; however, it was suggested MCCERT consider having a dedicated SSL form certifier come to the last class with the sole responsibility of completing the forms(while Kathee and other trainers continue performing their primary duties.
- Greg is meeting with Jane Servais on April 8th to review entry procedures, safety procedures, etc for use of this FEMA USAR facility during the May 4th Linthicum training exercise. Because this is a FEMA site, we need to preregister and have a list of attendees for liability reasons. Exercise will involve the school bus on site.
- For the May General Meeting, Asst. Chief of Police Daryl McSwain has authorized Captain Bolesta from SOD/MCP to do the Discovery Channel presentation for our May meeting. He recommends Scott Goldstein to do the MCFRS role. Areas of emphasis will include: establishment of joint command with FRS, radio communication links, integration of MCP and FRS on operations, ICS designations, staging challenges, warm corridor and casualty collection point plans, and other contingency efforts.
- For the June General Meeting, Scott Davis, Montgomery County Police from the Crisis Intervention Team will be presenting at the June MCCERT meeting.

For the April General Meeting, MCCERT is in need of a presenter. Steering Committee members were asked to think of topics and presenters and report back to Greg and Steve by NLT Thursday.

At the conclusion of the training report, Kathee shared her concern on the consolidation of training to core courses. Over the next several training classes, Greg said MCCERT should experiment with where we can make adjustments to overall improve training and ultimately maintain a high number of graduates per class as opposed to the current situation which is less than 50% are graduating.

The Bystander Care Workshop pre-tests have been provided to Rick Dunn who will look into whether any of the information can be leveraged towards evaluating the program.

Kathee reported that in the past, evaluation forms (both trainees and train-the –trainer) were reviewed to see if there were any items that required addressing. Upon the conclusion of the assessment, the paper forms were discarded. Steve requested that all evaluation forms go to Rick Dunn who is heading up a larger effort relative to MCCERT member retention. These forms will be helpful.

Outreach:

Jay provided information on the May 4th Heroes effort that was shared by MCCERT member, Paula. Given the amount of outreach and exercise efforts we have scheduled for that day and week leading up to May 4th, the steering committee members declined participation in the event. Steve requested Jay contact Paula and thank her for sharing the information and explain the reasoning behind MCCERT's non-participation. Steve also iterated that more cases of MCCERT members proactively reaching out and sharing information on upcoming events is growing and he is excited to see this and welcomes it increasing even more.

Jay provided an extensive update on upcoming events and opportunities. Jay has either been in active discussions or has proactively reached out to the following organizations and/or events:

- Friendship Heights Community Event
- Silver Spring Citizens Advisory Board
- Montgomery County Chamber of Commerce
- Discovery
- Bethesda-Chevy Chase Chamber of Commerce
- Gaithersburg/Germantown Chamber of Commerce
- Silver Spring Chamber of Commerce
- Choice Hotels
- East County Citizens Advisory Board
- Montgomery County Civic Federation
- Western Montgomery Citizens Advisory Board

Ken Ow requested Jay contact Patrick Darby who once was an officer for Montgomery County CERT and has connections with the Clarksburg Chamber of Commerce. Patrick would be a good source to leverage in expanding our outreach efforts.

The outreach event at the Marriott is scheduled for April 24th

Steve will be presenting at Montgomery County Public Schools' Hadley Farms Alternative School on April 17th

Communications:

Carl Brill provided price quotes on equipment necessities to Greg. Greg will insert the quotes with the justification statements and submit to MCOEMHS this week.

Human Resources:

- Record keeping is kept in paper format at this time while MCCERT awaits purchase, implementation and training in the Volunteer Management System software

Information Technology:

The invoice for 5 years of renewal for the domains, montgomerycert.org and montgomerycert.com, have been provided to Greg. Greg has provided the invoice to MCOEMHS. Given next Monday, April 8th, MCCERT will lose its websites and its domain name, Greg will follow up with MCOEMHS by Thursday to ensure the payment has been made.

Steve reported that the alias solution for gmail users does not work for yahoo users. Initially, it was discussed that president@montgomerycert.org email messages can be sent from either gmail or yahoo and appear as though the message is coming from the .org address. Although this is possible with gmail, it is not with yahoo (at least with the free basic yahoo email package). Jay K. is going to create .org email addresses for the four Officer positions.

It was also discussed and approved that there will be a storm@montgomerycert.org and a deploy@montgomerycert.org that can be used during emergencies where CERT is or is not deployed. For example, if MCCERT is not deployed however, leadership is seeking photos of damage in the area in which a member resides, he/she would be asked to send their picture to storm@montgomerycert.org (as opposed to operations@montgomerycert.org or outreach@montgomerycert.org). The reason behind this is to have multiple individuals being able to monitor an inbox during an emergency thus eliminating the risk of messages/pictures being overlooked for too long of a time.

Jay provided Steve with the price quote for the laptop MCCERT is seeking to procure. There will be no necessity for a hot spot to be procured as Greg will be able to activate his wireless capability on his phone given it is a county-issued phone. Jay will provide Greg the price quote for the laptop so Greg can insert it with the grant justification.

Operations:

Steve recommended that the steering committee approve deputy roles for the coordinator positions so MCCERT does not risk having a single point of failure in needing to rely upon one individual for updates. The recommendation was approved. Tom Smith will be Ben Koshy's deputy and will need access to the operations@montgomerycert.org email messages. Other individuals representing deputy roles for other coordinator positions are to be identified over time.

Miscellaneous Updates

Carl had inquired to Steve as to whether or not MCCERT had considered moving towards a cloud-based solution (not social media) for membership. Steve responded by saying the Volunteer Management System software will address a portion of the web-based necessities (as opposed to standalone computers/laptops being needed); however, whether MCCERT expands to include Dropbox, Google

Drive, etc. remains to be discussed. Steve requested this be tabled for another discussion due to time constraints.

Marketing

The steering committee members approved the 10th anniversary logo (see Appendix C), as well as having a party. Discussions centered around inviting Ike Leggett, inviting all MCCERT members who have not been active in years, the new Fire Chief and other high visible officials. Steve will announce at the General Meeting that there is a need for organizers for this event.

Greg will be working with Matt Lauer to identify good quality photos to incorporate into a one page brochure – which Greg volunteered to re-write. Once the one-pager has been re-written with new photos; Greg will coordinate with Chris Voss to have MCOEMHS pay for printing so the style brochure is consistent with the color and layout of other County public documents. The necessity for Mike Slingluff to seek additional photos has been rescinded. Steve thanked Mike for his dedication and persistence in seeing this marketing effort through.

Greg will coordinate with Matt Lauer at identifying some training dates in the near future for CERT members to volunteer as technical support, photographer, and/or customer service to attempt to successfully implement the green screen marketing campaign.

Steve reported that MCCERT has agreed to a partnership with STOP. THINK. CONNECT. Awareness Campaign program which they learned about from MCOEMHS. This partnership has allowed MCCERT members, with computer security backgrounds, to present material on cyber safety to students at Hadley Farms on April 17th.

Roles and Responsibilities

The discussion for revisiting the roles of some of the coordinator positions (e.g., Communications) has been tabled until another steering committee meeting due to time constraints.

It was proposed and approved to have a new coordinator position for social media. Role and responsibility will need to be drafted for incorporation into the P&P. Steve will reach out to the leading candidate(s) and offer the person the position.

There will be further discussion at a future steering committee meeting to follow up with trainees in the system that have filled out necessary paperwork; taken FEMA training; but have yet to complete training. This will involve needing to reach out to MCCERT members who had roles in some of the old HR systems, such as Carol. Steve and Rick will contact Carol in the near future to discuss when input into the Activ system ceased.

Appendix A: April 2013 Steering Committee Meeting Action Items

- Research implementing a system for accepting donations – Tom Smith
- Distribute survey to trainees during 2nd session - Rick Dunn
- Research whether electronic signatures of certificates from MEMA would work – Kathee Henning
- Find boy scouts group that will play mock victims for May 11th Practical. Steve Peterson and Jay Wilson
- Determine presenter for April General Mtg NLT Thurs– All Steering Cmte members in attendance
- Submit justification statement and equipment price quotes to MCOEMHS this week – Greg St. James
- Create storm@montgomerycert.org and deploy@montgomerycert.org email accounts – Jay KapLon
- Provide Greg the price quote for laptop so it can go to MCOEMHS – Jay KapLon
- Add Tom Smith’s email address as a recipient of operations@montgomerycert.org emails – Jay KapLon
- Request organizers for the MCCERT 10 Year Anniversary Party at the General Meeting – Steve Peterson
- Identify photos and re-write brochure and submit to MCOEMHS for printing – Greg St. James
- Identify dates/times to train hand-selected MCCERT members on green screen usage – Greg St. James
- Develop the role and responsibilities for the new Social Media Coordinator position – Steve Peterson
- Reach out to leading candidate and offer the position – Steve Peterson
- Contact Carol to identify when the Activ system stopped being used – Steve Peterson and Rick Dunn

Appendix B: President 2013 Goals

Policy and Procedures

- Populate appendices of Policy and Procedures manual
- Develop onboarding procedures for new officers

Procurements

- Purchase and implement the Volunteer Management Software (including training administrators and users)
- Purchase other items on list (laptop, web hosting, equipment)

Marketing

- Continue with an aggressive outreach campaign
- Hold a 10 year anniversary party, inviting MCFRS senior leadership, County officials, etc.
- Use green screen in multiple outreach events

Relationships

- Maintain relationship with MCOEMHS
- Have Montgomery County CERT integrated into the County Emergency Operations Plan

Customer Service

- Resolve registration and human resources challenges
- Contact ALL inactive CERT members
- Develop automated survey system (e.g., Monkey Survey) for training, etc.

Training

- Maintain top-notch CPR and CERT training programs
- Follow-up with candidates who have not finished taking training
- Promote Neighborhood Ready Program

Communications

- Publish the minutes from each steering committee
- Promote open communications amongst all officers and coordinators
- Expand social media presence
- Add additional administrators to social media page
- Utilize website more frequently
- Continue publishing newsletter on a monthly basis at the conclusion of the general meeting

Funding

- Seek out a member with grant experience to assign responsibility of finding grant opportunities

Roles and Responsibilities

- Discuss possibility of developing a deputy role for all coordinator positions

Appendix C: 10 Year Anniversary Logo

