

Montgomery County CERT Steering Committee Meeting Minutes

May 6, 2013

Steering Committee Members in Attendance

Greg St. James, Program Manager	Denise Gilmore, HR Coordinator	Ken Ow, Logistics Coordinator
Steve Peterson, President	Jay KapLon, IT Coordinator	Patrick Benko, Social Media Coordinator
Rick Dunn, Vice President	Ben Koshy, Operations Coordinator	Tom Smith, Dep Ops Coordinator

Steering Committee Members not in Attendance

Marcy Fine, Secretary	Kathee Henning, Training Coordinator	Carl Brill, Comms Coordinator
Tricia Laut, Treasurer	Jay Wilson, Outreach Coordinator	Cynthia Halota, CPR Coordinator

CERT Members in Attendance

David Contois	Mike Slingluff	Bob Marques
Stephen Panossian	Pearl Parker	Paula Sind-Prunier

Meeting began at 7:00pm and adjourned at 9:05pm

Program Manager Updates

Greg reported on the following:

- Procurement of Volunteer Management Software (VMS) solution – CERVIS
- iPage expiration
- Availability
- Grant funding status
- Domain name renewed
- Certification of Participation and FEMA Certificate
- Communications with trainees via Constant Contact

The Volunteer Management Software solution has been officially procured. MCCERT will begin using CERVIS for its record keeping and communication efforts soon. Asked when it will begin to be formally rolled out to members, Steve responded that specific fields to the system must be identified first, along with addressing who will have administrative rights for both data entry and communications. Once customization of CERVIS is completed, along with identifying administrators, training will be offered by the vendor via a webinar. Additionally, a train-the-trainer offering will be provided so MCCERT personnel can provide training in the future without the necessity of continuously paying for the service from the vendor.

iPage is MCCERT's current solution to web page design; however, with the renewal of www.montgomerycert.org and www.montgomerycert.com through GoDaddy, MCCERT will be leveraging its web hosting capabilities. It was noted by Jay that current email forwarding functionality of officers and coordinators will not be impacted. Greg and Steve are receiving email reminders from iPage about the pending expiration of the service and the need for payment; however, since MCCERT will no longer require the service of iPage, it was advised to ignore the requests for payment. MCCERT has until June 14th to transition to GoDaddy's service of web page design, which utilizes WordPress on the backend. Steve reiterated the importance of finding a volunteer in MCCERT to perform the transition. Todd Jasper's name surfaced as a potential person to assist; however, a general call out during Thursday's general meeting may lead to other possibilities. If these proposed solutions do not work out, it was proposed that MCCERT seek an outside volunteer.

Greg will be out of pocket beginning May 14th until June 14th. While he is out, Steve will be responsible for maintaining MCCERT's day-to-day operations. Chief Hinde has Steve's contact information and Steve will be provided Chief Hinde's contact information from Greg.

The various items MCCERT received grant funding for in late February continue to be successfully procured. The VMS solution was the latest. The next items on the list are equipment and radios.

Discussions took place regarding providing trainees at the end of the two month course some sort of recognition for their accomplishment. It was a consensus that there should be something handed out at the end of completion of each training class; however, whether that is a certificate of appreciation from MCCERT, the FEMA certificate (with Bob Ward's signature), or another alternative remains undecided. It was recommended tabling any decision on this going forward until Kathee was present. However, the discussion of having Bob Ward from MEMA sign the FEMA certificate came into question. Denise stated when she was trained, the certificate was signed by the CERT Program Manager and the CERT President. It was unclear as to whether there was a necessity for MEMA to sign each certificate or could we revert back to our past methodology – which was less time consuming. Again, no decision was made as Kathee was not present. Greg requested for Saturday's Final Practical that this training class receive some sort of certificate given how large the class size is and the fact that it is the largest MCCERT has put through. Greg will talk with Kathee about this.

Greg asked about the possibility of using Constant Contact for MCCERT's solution for communicating out to trainees. Steve responded that the VMS solution from CERVIS will allow MCCERT to send email messages specifically to those in the system that are categorized as current trainees, thus eliminating the need for another communication mechanism for internal communications. He mentioned the importance of separating communications between internal (active and inactive members, current trainees) and external (newsletter and marketing). It was agreed if funding was received for the procurement of Constant Contact, the tool would be used for external communications only. Greg requested Patrick provide a one or two paragraph justification for procuring Constant Contact which will be used for attempting to procure its services.

Officer Updates:

The May General Meeting will be shortened to 30 minutes to allow sufficient time for the presentation by Montgomery County Police on the 2010 Discovery Communications Headquarters Hostage Crisis. A civilian engineer from the building will also be present.

Rick announced the training survey for the current group of trainees was handed out at the second training class. Rick will remind trainees at Thursday's class to fill out their surveys and bring with them to Saturday's final practical, where he will collect them. Upon collection and data entry, he will provide the results to Steve, Greg, and Kathee. He is also researching the capabilities of Survey Monkey to streamline future survey generation and collection efforts. It is anticipated this will be ready in the fall time frame. It was suggested revisiting the content of the surveys as it is too far in the weeds. MCCERT is aware the training units are of significant value and do not fluctuate in terms of quality, therefore, it would be best if the survey was more directly associated to questions centering on "was training too short/too long", "what did you like", "what can be approved", "how were the instructors", etc. The

purpose of the survey should center on ensuring we are maintaining a high caliber training program and make adjustments if survey results indicated there were any necessary. Steve iterated the statistics that would be generated with these types of questions could be leveraged in our grant application efforts in the future. The future survey questions were tabled for a future steering committee meeting as Kathee's input is a necessity.

The new role of having a central point of contact for communicating with the Boy Scouts was announced. The MCCERT Boy Scouts Liaison is CERT member Paula Sind-Prunier. Paula is currently working to get 20 Scouts to be mock victims as this upcoming May 11th Final Practical. She is going to have results from a meeting on Thursday evening that will determine whether or not the goal of receiving 20 Scouts for the May 11th is attainable. If not, then a message via IAR will go out on Friday seeking participation by members. This is the largest number of trainees MCCERT has ever trained at one time and therefore it is necessary the number of mock victims, and instructors, are high.

A discussion took place on the impact of ad hoc training and exercise opportunities. For the large majority of opportunities, MCCERT has the resources to successfully participate; however, there are times in which we do not and that proposed training/exercise opportunities must come before the steering committee so committee members can ask questions not thought of that may impact whether or not MCCERT participates. It is acceptable for MCCERT to turn down opportunities. Greg agreed that it is important that a consensus be reached before we respond.

The MCCERT ten year anniversary is this year. There is a need for someone to coordinate the effort to celebrate. It was proposed that a call out be made at this Thursday's General Meeting to attempt to find individuals who are interested in performing this role. Greg proposed MCCERT roll the holiday party in with the MCCERT to make matters less taxing and the proposal was approved. The MCCERT holiday party and ten year anniversary will be merged together. The formality of the ten year anniversary/holiday party remains in discussion; however, Greg and Steve both agree that the celebration should be more formal than in years' past given the monumental accomplishment of serving the County for 10 years.

Steering committee members were asked to provide suggested topics in which MCCERT could write about in the application for Individual and Community Preparedness Award from Citizens Corp which deadline is in June. It was suggested that a comprehensive, whole program strategy be used which capitalizes on MCCERT's Ready Pirates campaign, social media initiative, CPR effort, outreach events, and operations (deployments). A call out to members at the General Meeting on Thursday seeking to lead the effort to successfully apply for the award will be done.

Coordinator Updates:

Training

Kathee was unable to attend the steering committee; however, she provided her training report via email:

Current CERT Class- Current class will conclude this Saturday May 11th at 100 Edison Park Drive. Steve and Paula have been coordinating activities of Boy Scouts to assist for this activity. Class is 9-3 pm. Mock Victims, including Boy Scouts and family members, need to arrive at 0800 for moulage and briefing. All instructors are highly encouraged to attend this session. This is certainly the largest class in many years (38-40 attend regularly) and we could use assistance for the final practical next Saturday. Certificates for the April/May class will be presented at the June general monthly meeting.

Next CERT classes- Silver Spring District will be in July, and the next general registration class will be in September.

Train-the-Trainer- looking for a July date for next class.

CERT Monthly meeting training - Thursday May 9th we will host Montgomery County Police and Major Robert Bolesta of the SOD on a revisit to the Discovery Building Hostage/Shooter incident. Included will be Bradd who was the civilian engineer from the Discovery Building.

Future Monthly meeting trainings - Next month our speaker will be from the MCP Crisis Intervention Team. July we have an invitation out to PEPCo and we also have an invitation out to the City of Gaithersburg Police on community outreach and partnering with Neighborhood Watch for Neighborhood Ready. In September we have a speaker from Mid-Atlantic DOGS confirmed.

Other- Steve Peterson did an excellent job as a presenter on CERT and Social Media at the IAEM Region III Symposium in Ashburn, VA on April 30th.

CERTCON will be hosted in Virginia this June. (Additional discussion to be discussed at future Steering Committee meetings)

Outreach:

Jay was unable to attend the steering committee; however, he provided a report on recent activities via email:

CERT Upcoming Events/Outreach - May 9 - CERT Presentation to Boy Scouts (Paula Sind-Prunier); May 13 - Montgomery County Public Schools Office of Community Engagement & Partnerships - Meeting with Director (Jay); May 20 - Western Montgomery Citizens Advisory Board Meeting (Jay & Any Members) 7 pm; May 22 - CERT Presentation to Choice Hotels (Greg & Officer) Lunch Meeting; May 23 - City of Takoma Park Emergency Preparedness Committee Meeting (Jay & Any Members) Meeting in the evening; June 12 - NARA Health & Safety Fair - (CERT Team) The fair will be held on Wednesday, June 12, 2013, from 10 a.m. to 2:00 p.m. in DC. Will post details on Facebook by May 11th;

CERT Outreach Updates - May 6 - Safe Silver Spring Event - Attending on behalf of CERT;

May 6 & April 16 - Mid County Regional Services Center - Met with Center Director Ana Lopez on May 6. Willing to include CERT write up in Mid-county Newsletter. Ana is also arranging meeting for CERT with The Wheaton Urban District Chairperson. I attempted to attend Mid County Advisory Board meeting on April 16. Meeting was rescheduled w/o notice; May 2 - Montgomery County Police - District 2 - Met with District Community Services Officer. Pending training opportunities for CERT instructors. Waiting to hear back; May 1 - East County Citizens Advisory Board Meeting - Attended the Citizens Advisory Board meeting and discussed CERT. Board interested in date of next training class so it can be mentioned in East County E-Blast. Will set follow up meeting with Regional Services Director; May 1, April 23 & April 16 - Bethesda Urban Partnership (BUP) - Attended BUP monthly meeting to discuss CERT on April 16. Had follow up meetings w/ Director & Deputy Director on April 23 & May 1. Willing to include CERT in monthly newsletter/e-blast. Interested in partnership & training opportunities; April 30 - Silver Spring Regional Service Center - Met with Director Reemberto Rodriguez/ Interested in doing a "Storm Camp" event. Willing to include CERT in Silver Spring E-Blast. Jay in talks with Silver Spring Citizens Advisory Board on CERT fall presentation to the Board; April 25 & April 10 - Bethesda Chevy Chase Regional Services Center - Talked with Center Director Ken Hartman about CERT. Ken recommended presenting to Western Montgomery Citizens Advisory Board; April 24 - CERT Presentation to Marriott - Greg & I presented at Marriott. Possible follow up training opportunities; April 27 - MCPS Career & Scholarship Fair - CERT team members Eleanor Adcock, Joan Willoughby, Stephen P, Fred K. & I participated in the MCPS Fair; April 22 - Upcounty Citizens Advisory Board Meeting - CERT Team member Paula Sind-Prunier talked about CERT to the Upcounty Citizens Advisory Board. Jay to follow up with Upcounty Regional Services Center Director; April 17 - Discovery Communications - Spoke with Govt. Affairs representative. Waiting to hear back from Director of Security; April 9 - Daisy Scouts Troop - CERT Team member Anne Marill presented. Discussed preparedness & plan 9.

CERT Outreach Targets - May/June 2013 - Montgomery County Office of Community Partnerships - Meeting Pending with Director Bruce Adams; June 2013 - Meet w/ East County Regional Services Director; June 2013 - Silver Spring & Wheaton Urban Districts.

Miscellaneous - *Please put me on the agenda to talk to CERT graduating class on Saturday May 11th *; Need assistance with targeting events for summer/fall 2013. Welcome input from steering committee and CERT team; Seeking assistance with administrative side of staffing events (Contacting and staffing CERT members); Would like to discuss CERT outreach (marketing) materials: Business Cards, Brochures & Giveaways. Want to make sure message is cohesive and compelling; Will follow up with Chambers of Commerce in June 2013; Need Ken Darby's information from Ken Ow.

Steve and Greg acknowledged the work load of Jay and the necessity of finding him a deputy to assist in the efforts of maintaining an excellent outreach program.

Communications:

Carl was unable to attend the steering committee meeting; however, his desires of procuring radios through grant funding were communicated. Greg stated that once the grant funding goes through, we will be able to procure the MURS radios and use them for CapShield.

Human Resources:

Denise discussed the importance of expediting training certificates prior to the last class in order to lessen administrative burdens and not forcing graduates to have to attend the next general meeting. The consensus concurred; however, it is necessary to provide Kathee an opportunity to either agree or disagree with the suggestion of moving forward in streamlining the process.

Information Technology:

The website is in a state of hold while we await transitioning from iPage to GoDaddy. Steve and Jay will be super administrators of CERVIS while details of who has access to what, as well as what fields MCCERT will capture in the system are worked out. A conference call will be held to identify these important necessities that ensure a smooth startup to a system that will resolve several administrative challenges MCCERT currently has.

Operations:

Ben reported that there is no support of AT&T golf tournament requested directly of him. Greg said the same. Chief Goldstein has not sought MCCERT's involvement this year; however, Ben noted that in year's past, requests for service have come late (close to the event), so it is not 100% certain at this time that MCCERT will not be supporting the event. However, it was learned during the steering committee meeting that the AT&T Golf Tournament is occurring at the same time as the CERTCON event in Virginia and CERTCON takes precedence over the tournament, therefore, even if MCCERT was requested to provide support, it would have to be turned down as prior commitments have been made for supporting the regional collaboration amongst CERTS (CERTCON). Ben also reported that the annual event, CapShield, may be impacted by the sequester, which may or may not have an impact on CERT's role. The event occurs in late September/early October and more details will surface between now and then.

Social Media:

Patrick reported he has begun to provide periodical posts to Facebook/Twitter to ensure we maintain our online presence. Steve said the presentation given to the IAEM-FEMA Region 3 Workshop on MCCERT's role in social media monitoring during the March 6th snow storm was successful. Attendees were receptive to the SITREP generation effort too.

Miscellaneous Updates

CERT member Stephen Panossian proposed an exercise idea/concept that centers on CERT members working with their buddy at evacuating a building in the dark. The concept was deferred to discussion with Kathee; however, steering committee members were receptive of the notion of adding additional

training capabilities to the program. Greg did point out that the facility in which MCCERT previously used is no longer available, so making the concept a reality with not having the proper facility will be challenging. Discussion took place to potentially modify the concept; however, nothing was agreed upon at this time until a conversation includes Kathee.

Meeting adjourned at 9:05pm

Appendix A: Steering Committee Meeting Action Items

May 2013

- Hold a conference call to identify necessary fields within CERVIS to customize (Steve)
- Add Jay K. as super administrator to CERVIS (Steve)
- Add Outreach Coordinator to agenda for May 11th Final Practical (Kathee)
- Add Vice President to agenda for May 9th training class (Kathee)
- Find Jay W. a deputy Outreach Coordinator (Greg and Steve)
- Seek a volunteer to see through the effort of applying for the Citizen Corps award (Steve)
- Talk to Kathee about having certificates for May 11th Final Practical (Greg)
- Seek volunteers at the General Meeting for the web page design (Steve)
- Seek volunteers at the General Meeting for the 10 year anniversary/holiday party (Steve)
- Provide a one or two paragraph business justification for procuring Constant Contact (Patrick)
- Discuss with Kathee whether or not MCCERT could begin signing their own certificates like they use to (Greg and Steve)
- Provide Chief Hinde's contact information to Steve (Greg)
- Volunteer Management Software Solution by CERVIS (Steve and Jay)
 - Determine categories of members (trained, deployable, in training, etc.)
 - Ensure CERVIS becomes the primary membership database for storing member data
 - Determine statuses for trainees and members (e.g., in training, active, inactive, etc.)
 - Determine all the various sources for member data and consolidate into CERVIS (Google docs, Activ, IAR, Excel spreadsheets, etc)
 - Emphasize importance of one central source accessible by all Officers and Coordinators
 - President and IT Coordinator need access to Activ and ALL other sources prior to CERVIS deployment

April 2013

- 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