

Washington State E911 Advisory Committee

Public Education Subcommittee

March 13, 2015

Pierce County DEM

Tacoma, WA

9:30 am – 4:00 pm

Members Attending in Person:

Kay McKellar, Chelan/Douglas County-Chair

Deb Homan, Clallam County-Vice-Chair

Helen Terry, Grant County

Crystal Lofts, Stevens County

Kristi Castillo, Yakima County

Roxanne Castleman, Pierce County

Jean Nealy, Pierce County

Cathy Field, Mason County

Kayreen Lum, King County

Donna Barnes, Washington State Patrol

Melody Darby, Garfield County

Kindall Cooper, Garfield County

Trish Towne, Benton County

Michelle Thomas, Whatcom County

Marlo Erwick, Jefferson County

Christy Goddard, Okanogan County

Vicki Thoroughman, Snohomish County

Jodi Gaylord, Clark County

Rosanne Garrand, WA ST EMD

Members Attending Remotely:

Mike Shannon, Spokane County

Kevin Swartz, Adams County

Sara Vickers, Kittitas County

Brandy D'Intinosanto, Kitsap County

State Office in Attendance:

Kim Mask

Guests Attending:

Therese Quinn, Snohomish County Medical Reserve Corps

Steven Friederich, Washington Military Department

As host of the March meeting, Roxanne opened the meeting with housekeeping information and icebreaker introductions.

Approval of January Meeting Minutes

Cathy made the motion to finalize the January meeting minutes as written; Melody seconded the motion. The motion was approved unanimously. The January minutes are final and will be posted to OneDrive as such.

Presentation

- by Therese Quinn, MRC Coordinator from Snohomish Health District on Ethnocentrism and Cultural Competency

Presentation

- by Maura May, Employee Development Specialist from Pierce County HR on Diversity and Unconscious Biases

Feedback on Presentations

This was a great beginning foundation but would like to focus on more specific cultures now.

Action Items

The following Action Items had updates added. If the Action Item is not listed, it has either been removed or noted as completed or no action has been taken. Please refer to Action Item sheet for more detail.

2. **Hosting of Regional Conference** – Will be borrowing information and education track from NPEF. Looking at Seattle area due to ease of traveling in and out of. Focusing inviting attendees from the FEMA Region 10 area (Oregon, Alaska, Montana, and Idaho). Kay will address this at the next Advisory Committee meeting to seek approval from the committee. Adding Kindall, Brandy, Michelle, and Deb to the workgroup. Looking at an approximate \$200 registration fee. Targeting a May 2016 date.

7. **Technology and Media Updates** – Adding Facebook back on this to be readdressed. Need to look at accuracy for indoors to improve (Vicki will update at May meeting).

8. **Strategic Planning Update** – There is a meeting during the Spring Forum (next week). Kay and Deb will be attending the meeting. The chair of the Strategic Planning is looking to update and there will be a couple of items removed. If want anything added, contact Kay. She will brief this at the next meeting.

Other Business:

Rosanne Garrand shared Out-of-Area contact cards and new Shake Out information. She shared her personal experience what she has learned from the committee about accidentally dialing 9-1-1 from her new smart phone and how it cannot be disabled.

Social Media and YouTube Video:

- Steven Friederich from the Military discussed the Public Education Facebook page. He would like to be an Administrator to the page so that it can be archived in the case of a public disclosure request through the state.
 - Melody will follow up with Steven to discuss this and what his needs are.

- Will bring this back for more follow up discussion at the next meeting due to the amount of new members and if there is a renewed interest in it.
- There was some confusion as to the reason for the making of the YouTube video and pictures of call centers put to it. This was all done in good faith; the state office will send anything through the subcommittee for review and approval prior to release in the future.

Text to 9-1-1 Campaign

- The documents that are being shared with Advisory Committee for approval were reviewed. These are similar to what the NENA standards are.
- NENA will have the logo available on their website as “living documents” – meaning there may/can change due to texting changing very quickly. These are posted on OneDrive in their own folder.
- Will be working with the state to get published on website, what we want the state to be saying and what we want the press release to say.

Work Projects

- It has been proven that smaller groups are much more effective in getting work completed. From now on, smaller projects will be turned over to small workgroups to complete.

New Members

Kay will be presenting three new members to the Advisory Committee (Wendy Richey, Gray Harbor; Jodi Gaylord, Clark County; and Carmita Barnes, Ferry County).

Next Meeting:

The next meeting is scheduled for May 8th in Ellensburg, WA. The meeting time is 9:30 – 1600.

