



9-1-1 Public Educators of Texas Meeting

Frontiers of Flights Museum – Dallas, Texas

November 18, 2008

10:00 am – 3:00 pm

Call to Order, Welcome, Introductions (Patti Davis)

The meeting was called to order by Patti Davis. Welcome and introductions were done with the following attendees present:

Alejandro, Vangie	Middle Rio Grande Development Council
Arias, Pam	City of Richardson
Banner-Tunis, Willima	City of Dallas
Bridges, Cindy	Central Texas Council of Governments
Clauson, Sonya	Greater Harris County 9-1-1 District
Cole, Kimberley	Dallas Police Department
Crittenden, Gail	South Plains Association of Governments
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas Council of Governments
DePhillips, Melissa	St. Tammany Parrish Communications District
Ebel, Pat	Henderson County 9-1-1 District
English, Beth	City of Longview
Eskew, Christie	North Central Texas Council of Governments
Frisk, Pamela	Panhandle Regional Planning Commission
Gabrillo, Bea	Coastal Bend Council of Governments
Gilliam, Joanne	McLennan County 9-1-1 District
Gonzalez, Robert	Commission on State Emergency Communications
Hanon, Pattie	East Texas Council of Governments
Howell, Heather	Texoma Council of Governments
Mahood, Jim	Houston-Galveston Area Council
Malone, Charlesetta	Deep East Texas Council of Governments
Muhammad, Yolonda	
Noe, Elaine	Tarrant County 9-1-1 District
Perez, Nelly	McLennan County 9-1-1 District
Rodriguez, Susan	City of Plano
Salazar, Maria	Dallas Police Department
Seiple, Lydia	Middle Rio Grande Development Council
Shelley, Peggy	Texoma Council of Governments
Simmons, Alisa	Tarrant County 9-1-1 District
Truex, Leticia	Potter- Randall 9-1-1 District
Wines, Sarah	Heart of Texas Council of Governments

APPROVAL OF MINUTES (Patti Davis)

Patti D. asked for any changes to the minutes from the last meeting held on August 24, 2008. There were none. Susan made a motion to approve, seconded by Alisa. All were in favor and the minutes were approved.

TREASURER'S REPORT (Beth English)

Beth distributed a copy of transactions made since the last meeting held in August. She advised that two checks had not cleared – one for the TX NENA luncheon and one written to West Central Texas COG (a copy of the report is attached). Patty C. made a motion to accept the treasurer's report, seconded by Cindy B. All were in favor and the treasurer's report was approved.

GUEST SPEAKER

The guest speaker was not able to attend due to illness. They will be rescheduled at a later date.

PET WEBSITE REPORT (Patti Davis for Vereda Koch)

Vereda asked Patti D. to give a brief update since Vereda could not attend the meeting. Patti D. reminded the group that we had a new webmaster, Mark Payne. She also stated that Mark's fees, with approval from the PETs Executive Board, were paid in full until November/December 2009. She asked if the members liked the look of the new website. Everyone was pleased with the appearance of the website. Beth noted that she had received some strange registrations and that she received 2-3 repeat registrations. Patti D. stated that Mark was aware of some very minor issues, but was working diligently to try and resolve them. She also stated that the agenda and meeting notices would be posted as early as possible. In addition, a map to the museum has been added along with a couple of other links. She advised the group to notify her or Vereda if any problems were encountered using the website. The website address is www.911pets.org.

CPS MOVIE THEATER PREVIEW (Patti Davis for Vereda Koch)

Patti D. stated that Vereda had been negotiating with the local movie theater to get Cell Phone Sally on the preview prior to a movie starting. The representatives for the movie theater company advised her it would be free; however, free changed to a fee – one which was an excessive amount of money. Peggy stated that she paid \$1200 - \$1300 a month to run the preview in every Cinemark movie theater for about 3 months. Cindy B. stated that she had a Cinemark ad and it was much more expensive – approximately \$8,000 a year for an animated preview. She tried to use a Cell Phone Sally ad, but the theater wanted to initiate a contract to use Cell Phone Sally. This was not feasible, so she did not run the advertisement.

Patty C. asked if they put Cell Phone Sally on their local city networks. Cindy B. stated that she had contacted her city station and they asked her when the video would be available. They were not willing to play it because she didn't have the final copy in-hand.

CSEC Report (Robert Gonzalez)

Robert brought several sample items from the fall catalog to preview. He stated that the fall order should begin arriving in December. He anticipates having a fire sale for items that did not sell well or had an excess quantity remaining in stock, including recycled pens, flashlight for cell phones, springy thingy, and others. Robert stated that over the past few years, CSEC has absorbed the entire cost of the warehouse for public education materials, which includes the expense of having to store the materials as well as putting the materials together and shipping them. The CSEC can no longer afford to absorb this cost and it will be passed on to those ordering CSEC materials. The invoice sent for materials orders will include a shipping and handling charge of 10 percent of the value of the order. Alisa asked what the 10 percent charge was based on? Robert stated that the charge was an arbitrary number chosen by the CSEC Chief Financial Officer which would be cost-efficient for all. Pam F. asked Robert about the accuracy of the shipping dates. He stated that the shipping dates were only estimates and that the warehouse would only ship complete orders – no partial shipments. It makes it easier for all parties involved - Robert, the warehouse, and the PETs. He gives vendors a six-week turnaround period to get the items to the warehouse. He advise everyone to let him know if your office will be closed during the holidays. He can accommodate your request to have the items shipped at a later date.

Alisa asked if he had a budget for the fulfillment company? Robert stated that he has a public education budget, but it does not include shipping and handling costs. These costs are eating up his budget, which in turn does not give him an opportunity to use the funds for other things. The production cost for the comic book was \$5,000 and the grant writer hired was \$5,000. He wants to move forward with other beneficial projects for the group as a whole. Over the past few years, the state legislature has not increased Robert's budget and CSEC has not proposed an increase for the public education budget. Peggy asked if Robert could look at decreasing the percentage during the next order period because when she first ordered (years ago) there was no charge, but now the cost has tripled. Robert stated that he will review it with CSEC and assess how the first round of orders worked out, but to give him at least two order periods to try and accommodate the costs.

Bea asked if the Cell Phone Sally hand fans would be available for ordering in the future since they were dropped during the fall order period? Robert stated that at times some items don't generate enough interest during the order period. If he can't meet the minimum quantity on an item(s), the CSEC has to pay the extra cost for the order. Once the order period begins it's too late to pull the items out of the catalog and off the website. The item(s) will be removed during the next order period. A smaller quantity of some materials will be ordered if he anticipates that they will sell during a fire sale, if not, the PET will be contacted and he will work diligently to replace the item(s) with something else. Robert stressed that it was a headache and very time-consuming to go back and remove an item from your order because it affects the entire order.

Robert stated that the grant writer had completed various proposals and submitted them to various foundations for consideration of funding. The proposals were submitted for the Cell Phone Sally video project and the *Help Us Help You* statewide media campaign. The media campaign began last year and four months of media air time was purchased with an initial cost of \$80,000. This campaign was very successful and it was agreed upon to try and obtain additional funding to rebroadcast the four messages again. Robert anticipates having the funds available to rebroadcast the campaign in the coming year.

Robert stated that Cell Phone Sally is the 2002 wireless mascot owned by CSEC to use for public education messages. A video script has been developed and collaborative efforts are in effect to complete the video. We must move forward on the new video because the Red E. Fox video is outdated with the rotary phone and there are no scenes or talk about cell phones in the video. Ten years from now, the Red E. Fox license will expire. We can still use him in pamphlets, coloring books, pens, pencils, etc. The license cost was \$100,000 in 1991 and CSEC will not renew it. Cell Phone Sally is another medium in which to carry the message about 9-1-1 to the public. We can do this project without having to deal with too much of a challenge. The wheels are in place to replace Red E. Fox with Cell Phone Sally, and we are seeking the funding to create the new children's video. Robert stated that proposals have been submitted to various foundations for both projects and the results are as listed:

Help Us Help You Statewide Media Campaign

- The Meadows Foundation, Inc. (mailed 10/14/08) – Pending
- Eugen McDermott Foundation (mailed 10/14/08) - Pending
- Lamar Bruni Vergara Trust (mailed 10/14/08) - Pending
- Margaret & James A. Elkins, Jr. Foundation (mailed 08/31/08) – Declined

Cell Phone Sally Video

- Rockwell Fund, Inc. (mailed 10/14/08) - Pending
- MetLife - Pending
- Blockbuster, Inc. - Pending
- Albert & Ethel Herzstein Charitable Foundation (mailed 10/14/08) - Declined
- Leland Fikes Foundation, Inc. - Pending
- Allstate - Pending

Robert advised that he will stay on top of these projects to get the money needed to help us attain our goals and mission of outreach with the public. He's optimistic that we will have funding by Spring 2009. Currently, he's doing production specs and trying to get those finalized, dependent on the money. We'd have a lot more control of Cell Phone Sally and be able to share this video with other states and countries. Patty C. stated that it would be a great opportunity for us to promote the upcoming new video in April which is declared as National 9-1-1 Education Month.

This could serve as a delivery date for the project and the PETS can come up with various methods to get the message out in the schools and the public. Once the video is available, then each public educator can begin delivering videos and the message.

Patti D. asked if CSEC will do media packets once the video is produced? Robert stated that he has asked the Texas Education Agency (TEA) to give us an opportunity to get in the schools. The TEA was in full support and will provide us the contact persons from their Regional Service Centers working with the Safe programs. He has also talked to the University of Texas Graduate Department, which works specifically with children's media, to provide input on the project. The video scripts covers different topics including wireless, landline phones, VoIP, and more. It has new characters and a lot of action. Peggy asked about a tabletop Cell Phone Sally board, plush toys and costumes? Robert stated we will have some products. He also noted that Cell Phone Sally's appearance may have some variations from the original artwork because of having to work with a different production company. Patti D. asked if there were any other questions. There were none and she showed the 30-second Cell Phone Sally PSA video to the group.

501(C) 3 Non-Profit Status (Susan Rodriguez)

Susan advised that she talked to a couple of attorneys about the PETS consideration of obtaining non-profit status. The following information was provided.

PROS

- Would facilitate private fundraising (grants, etc.)
- Create more visibility for the PET group
- Provide a more organized structure for the group

CONS

- Would require corporate filings with the State costing \$300.00 or more
- It can get complicated and time consuming to apply to the IRS for 501(c)3 status
- If we obtained the tax exempt status from the Feds, we would then have to file a tax exemption from the State Comptroller
- A 501(c)3 organization still has to periodically file reports with the IRS showing sources of funding, amounts, and tell them how the money is spent
- We would have to obtain insurance for our officers and directors (called D & O insurance) which usually costs anywhere between \$1,000 and \$1,500 per annum

Susan stated that Vereda spoke with the on-staff legal adviser for Wichita-Wilbarger 9-1-1 District, Paul Hopkins, and he provided her with the following memorandum dated November 17, 2008:

Vereda asked me to prepare this brief memo to explain the nature of 501 (c) tax-exempt

organizations and elaborate on the difficulties that would be faced by the PET group in attempting to become a 501(c) tax-exempt corporation. My understanding of the situation facing the PET group is that the group wishes to apply for a grant that is available only to 501(c) tax exempt organizations. I also understand that the PET group itself is not a formally organized entity, but is rather an informal meeting group of public educators from various 9-1-1 organizations throughout the state. Also, I should state at the beginning that this memo merely states my general impression of the issues involved in setting up a corporation exempt under section 501(c) and applying for a grant, and is not meant to be taken as formal legal advice. For a more detailed and conclusive analysis of the issues related to the proposal, the group should consult with an attorney that practices in the areas of non-profit corporate law and government law.

Section 501(c) of the Internal Revenue Code exempts certain qualified organizations from federal income tax. Section 501(c)(3) exempts:

Corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety, literary, or educational purposes, or to foster national or international amateur sports competition (but only if no part of its activities involve the provision of athletic facilities or equipment), or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private shareholder or individual, no substantial part of the activities of which is carrying on propaganda, or otherwise attempting, to influence legislation (except as otherwise provided in subsection (h)), and which does not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office.

26 U.S.C. 501(c)(3)(2008)

The PET group is clearly involved in education, so it would likely be exempt under section (3). However, the PET group is not a "[c]orporation[] ... community chest, fund, or foundation." In order to qualify for the exemption, the PET group would have to organize as one of the entities listed in the statute. The PET group would not likely organize as a community chest, fund or foundation, so that means that the group would have to organize as a corporation.

In order to organize as a corporation in the state of Texas, the PET group would have to file a certificate of formation to create the corporation, and would have to create bylaws that would state how the corporation would be governed. Having an attorney draft these documents would not be overwhelmingly expensive, but would certainly not be cheap. In addition, there would be fees associated with the filing of the documents. I cannot predict with any certainty the amount of money needed to form a corporation,

but I can say with some confidence that the amounts necessary would be in the thousands of dollars.

The group would need to give a great deal of thought into how the corporation would be organized, including but not limited to: who would be a member, how voting rights would be allocated, how much money each participating organization would contribute to the formation and administration of the corporation, how members would be elected to the board of managers as well as how they would be removed, and how new members would be added to the corporation. The group would also need to give thought to the principles that would guide the corporation and explain its purpose. These principles would need to be detailed, in order to serve as justification for the corporation's non-profit status.

In addition to filing to create the corporation, the participating districts and other agencies would likely have to enter into an inter-local agreement to define the rights and obligations of all the participants with respect to the corporation. I cannot envision that the project could proceed without such an agreement that was formally approved and entered into by the managing boards of all the participating entities.

There is also the possibility that there may be legal obstacles to the formation of a corporation by representatives of various governmental districts. I do not know of any specific obstacles to the creation of a corporation under the circumstances present in this case, but I would advise that the group consult with an attorney that practices in the areas of local and state government law before proceeding.

Finally, there may be problems with a 501(c) exempt corporation applying for grants when those grants are to be used not for the benefit of the corporation, but rather for the benefit of the districts, COGS and other agencies that administer 9-1-1 in the state. Diverting funds from the corporation that applied for the grant and to the districts or COGS may be an illegal transfer of grant money, if it is done without the authorization of the grant-making organization. Again, an attorney that practices in government law would be able to give a definite answer to that question following a review of the grant information.

In conclusion, while it is not necessarily impossible for the PET group to organize as a 501(c) tax-exempt non-profit corporation, there are a number of legal issues that should be resolved beforehand, as well as a number of significant expenses that should be planned for. Looking at the issue in terms of cost versus benefit, the costs of creating the entity, including all related fees and legal expenses, probably outweighs the benefit of being able to apply for one grant. However, if the group intends to use its corporate status for other projects as well, there may be a case for proceeding.

Robert stated the information provided was very beneficial to us, especially since an attorney's time is valuable and they did not charge us. Patty C. asked if it was necessary for the PETS to have 501(c)3 status or can CSEC apply for grants on our behalf? Robert stated yes because applications are currently being submitted for the PETs through CSEC. Patti D. asked how it would affect the PETs in the distribution of the Cell Phone Sally DVD outside the state of Texas? Robert advised that CSEC owns Cell Phone Sally and the characters created, so there won't be an issue with distribution. However, he did emphasize the importance of resolving the issue of the 501(c)3 status because then the PETs, as a formalized entity could relinquish CSEC rights to ownership of all the characters. He stated that all the tools and mechanisms are in place to progress forward with the project. Patty C. stated that for Red E. Fox's creation we gave away the intellectual properties and it was not an issue. Susan stated that we can give CSEC the rights to the characters and Cell Phone Sally and let them fight our battles. There was no need to reinvent the wheel.

Robert asked Melissa D. how much she paid for classroom kits from the other 9-1-1 vendor, not CSEC? She stated approximately \$25.00 per kit compared to the \$4.00 per kit charged by CSEC. CSEC offers the better deal. We can't sell Red E. Fox outside the state of Texas because we do not own it, we just have a license to use it. Since we are creating the product, we have the ability to make it cost-efficient and readily available for use by other public educators. Willima asked Robert if CSEC will venture with another private entity such as 9-1-1 For Kids, Inc. in the creation of Cell Phone Sally? Robert stated no. During the Red E. Fox project we learned a lot of lessons and ultimately it is best to keep ownership of Cell Phone Sally and all characters under the auspices of CSEC in Texas.

Patti D. asked for a decision on the 501(c)3 issue? Gail made a motion for the PET group to cease any further research in obtaining 501(c)3 status. Patty C. seconded the motion. All were in favor. Alisa asked if a Memorandum of Understanding (MOU) between the PETS and CSEC would be enforceable? Robert stated that he would find out and provide an update at the next meeting.

Conference Booths

The National NENA conference will be in Fort Worth, June 6-11, 2009. The Planning Booth committee members for the National conference are Cindy Bridges, Christie Eskew, Vereda, Susan, Patti Davis, Charlesetta, and Willima. Please send any suggestions/ideas for themes, decorations, etc. These same committee members will also work on a booth for the TENA conference, August 24-26, 2009 in Houston.

Comic Books

Cindy B. asked if anyone was interested in the reprint of the Comic Book? She wants to see a new edition and asked Robert if he'd thought about reprinting both editions of the comic book? Robert stated that he could reprint the comic books using a cheaper paper texture, so we could get more for less. Robert also added that investing our energy or resources into these comic

books would almost be useless, especially since we're creating a new video using new characters. Cindy suggested that the old characters introduce the new characters. Robert stated that the characters must remain separate. The CPS Video script can be used to develop a comic book, but Robert emphasized that he cannot invest the time or the funds for this new project. Pam F. asked if anyone used the colleges to do projects? Kimberly C. stated that her agency used the Art Institute of Dallas. The disadvantage to using college students is that the students for a particular class always changes. Susan stated that for the comic book, we can't use the students because illustrators were hired for the project. Patty C. encouraged others to use the colleges as a future resource for other projects.

TC Appreciation Week 2009/9-1-1 Public Education Month (Ideas)

MOVED TO THE AGENDA FOR FEBRUARY 2009

Tween/Teen/Twenties Campaigns (Ideas)

Christie asked for ideas for a tween campaign. Some ideas/suggestions included:

- Cindy Bridges stated that Caryn DeMarco with Will County 9-1-1, Illinois created a DVD that includes 9-1-1 tips, information on texting and driving, etc. that could be used in a high school presentation. It's a little more geared toward teenagers. She gave the PET group a blanket permission to use that DVD. Cindy suggested that we ask Caryn to burn us some DVDs and disseminate to the group and then reimburse Caryn for the expense, or we could get a copy of the DVD, burn several copies for the PETS, and then distribute.
- Provide information that will direct them to a website
- Show a video, such as Syndistar's *Help! Call 9-1-1!*, which uses an MTV-style format to entertain and teach students the importance of 9-1-1. It is a 12-minute video targeting 4th – 6th graders and it costs \$145. Syndistar's products are now distributed by Fox Pro Media, Inc. The Syndistar website, www.syndistar.com will redirect you to www.foxpromedia.com. The video, item number FP92V can be found in the Fire Safety Media category indexed by the subject 911. You can also contact Syndistar at 1-800-841-9532.
- Use real calls, it helps to keep their attention. Also, have the tweens to answer questions about the calls. Patti D. uses a simulator and a local dispatcher to demonstrate various calls.
- Susan stated that the tweens want to do the same things that the younger kids do – bean bags, practice making calls, etc. They also want the same goodies the younger children receive.
- Patty Cross suggested to give items they can put in their pocket, such as neon colored wide shoe laces, mechanical pencils, hacky sacks, cell phone charms, etc.

Christie thanked the group for their ideas.

NENA Committee Projects Report (Sonya Clauson)

Sonya will send the TENA/NENA board members an email about the Mexico chapter conference held a couple of weeks ago. The Mexico conference held November 5-7, 2008, was very impressive. There were over 500 attendees, 20 vendors, 40 booth spaces, along with beneficial information. Upon arrival, several members of NENA, including the NENA President attended a press conference. The conference tracks included sessions for administration, operations, training, with translators simultaneously translating for the participants. The number 0-6-6 is the state supported 9-1-1 for Mexico. They don't have wireless location technology, border/boundary issues, translations issues, and 70% of their calls are prank callers. During the conference, Sonya gave an overview of public education and how to develop a public education program. She stated they also have a great campaign with printed pieces for distribution to the public. At the conference, 70 people signed up to be members of NENA.

Sonya stated that earlier this month, a special group was formed in response to the transition of Video Relay Services (VRS) connecting directly to the PSAP per the FCC by 12/31/08. The committee met and developed an entire training package to distribute to every communications center in the U.S. by the end of the year. The ALI screen display will include information on the VRS provider that conferences the call and the person calling. Intrado will be handling these IP type calls. Patty C. stated that testing at PSAPs has not been done yet and the committee has not seen any sample screens of what the calls will look like. A major issue being worked on by NENA, others, and the legislature is the confidentiality agreement with the VRS Interpreters. Currently, the Interpreter can only disclose to the dispatcher what the VRS user signs, and the video is destroyed once the call is complete. The interpreter cannot disclose what he/she sees during the call. *(For example, if a wife calls 9-1-1 needing assistance and the dispatcher asks the caller if a gun is being held to her head and the caller signs to the interpreter, no, then this is all the interpreter can tell the dispatcher – even though the interpreter can see a gun being held to the wife's head.)* Susan asked if the caller gives up their right to privacy once they call 9-1-1? Patty C. said yes and stated that NENA and APCO have sent letters for an exemption to this rule and to maintain the information from the call. The working group is just getting this product together for the PSAPs. The Standard Operations Procedures (SOP) committee will review and develop policies for the PSAPs as needed for Video Relay Service calls. The Public Education committee will model the SOP policies to develop a public education campaign. Sonya will send out more information as received. Sonya also discussed a new technology for the PSAPs, interactive video phones - a cell phone that will call 9-1-1 with live interactive video. Sonya stated that a group is currently working on issues relating to the development of SOPs, training, accessibility, and public education. In addition, a working group has been formed to deal with IP texting. These are both components of Next Generation 9-1-1. As the technologies *(alarms, telematics devices, medical sensors, etc)* continue to rapidly advance, the PSAPs must be prepared and trained. Sonya asked for those who could to join the working groups and provide invaluable input.

Patty C. emphasized the importance of not only having the group's input, but also having expertise input from the communications centers. The telecommunicator's job will change tremendously once this new technology is implemented at the PSAPs. It will be overwhelming if we don't get a grasp and be prepared. The business rules have not been set nor sent to the network providers. We need to educate our leaders on the rapidly advancing technologies and address the public's perception of what is currently available, what's not, and what will be. For those interested, the next conference call is Monday, November 24, 2008, at 3:00 p.m. You can check the NENA website (www.nena.org) for additional information.

Sonya told everyone to let their PSAPs know that will begin receiving calls from Ford vehicles equipped with the new Ford Sync product after December. The new product is being deployed and a training package was developed on CD and was sent to every PSAP listed on the NENA registry. Charlesetta asked Sonya if the PETs could get a copy of the same training package sent to PSAPs for the Ford Sync, as well as a training package for the Video Relay Service? Sonya will check with Rick Jones to see if we can get a copy.

Committee Break-Outs/Reports (Committee Chairs)

TC Recognition – Patty Cross

Patty C.'s group discussion focused on ideas/suggestions for the holidays:

- Use the idea to use a stringed clothes line with wooden clothes pin and buy gloves. Create a banner that says, "you're the best hands down" and place a candy cane in the glove.
- Patty C. said that she has a naughty/nice ad for dispatchers
- Pam A. says they hang stockings with miniature slinky's in them - it was a hit.
- City of Dallas has had a hats off to TCs – bring a crazy hat. They've also had an old-fashioned snowmaking contest in the communications center and give prizes. Who can remember how to make the prettiest snowflakes? The dispatchers make the snowflakes, take pictures and put the pictures in the center for a flaky family.
- Denco will buy mugs. Pat E. and Beth suggested to include the 5-minute chocolate mug cake recipe in the mug on a recipe card. A copy of the recipe was distributed.
- Kim C. has done baby photo contest with the City of Dallas.
- Purchase mural paper and have preschool and elementary age children create hand turkeys for Thanksgiving. Teachers love for their students to be creative, and also include the after school care programs.
- Send Christmas cards. Buy a stamp of a dog paw print and stamp each card with Red E. Fox's signature. Peggy also suggested to hand out an autographed Red E. Fox photo.
- Have a banquet, but partner with others who can use money to buy food, such as the Citizens Police Academy, various associations, public officials, church facilities, etc.
- When sending a thank you and congratulations, don't forget to include Chiefs, Sheriff's, volunteers, advisory committees, etc.

Mentoring – Sonya Clauson

- There were four new members in the group who have been teamed them up with veteran PETS to provide assistance in public education.
- They discussed starting a TAG team.
- Sonya suggested the new members visit the PET website (www.911pets.org), reviewing the resource manual, and contact other public educators.
- She also stated that she would share a timeline that she created a few years ago with the new members in the group.

Public Information – Willima

- Willima discussed the state of Louisiana's efforts with public education. Melissa D. has taken several ideas and shared them with her community. St. Tammany Parish has an estimated population of 200,000 people, 9 PSAPs, and only two people promoting 9-1-1 public education in the state. She will use various ideas on promoting Kid Heroes and telecommunicators.
- Alisa discussed an incident that happened on Friday, November 14, 2008, involving a 9-1-1 call received to assist a TSA agent with a serious medical condition. The call was answered, but confusion erupted over who was the proper jurisdictional authority, Fort Worth and the DFW DPS dispatch. She will email Charlesetta the CBS 11 story, Star Telegram, and the audio of the series of 9-1-1 calls between the two agencies to send to the group.

Resource – Cindy Bridges

- She said that Robert would like ideas on revamping any of our existing products and incorporate a lot more paper products because you get more bang for your buck, such as the finger flapper, spin the wheel type games, etc. She'll send out an email about the current items and wants input for new catalog items. Cindy also reminded the group to send resource manual sheets for new items.

Share Time

- Alisa - bought yellow tape measures, koozies, lanyards, clock – time/temperature, ice scrapers, sun shades, umbrellas, lip balm, letter openers, lunch bags, mugs, blankets.
- Sonya – Greater Harris County is focused on their new building. They will have a large training center for the PSAPs. She is working on getting a commemorative pen in recognition of the district's 25th anniversary. She encouraged the group to participate in the 9-1-1 Cares Hurricane Ike Relief effort for dispatchers/calltakers. Approximately 50 dispatchers/calltakers were affected by Hurricane Ike and 20 lost their homes completely - 13 were from Galveston County. She also spoke of the Adopt-A-Family program.

- Patty C. stated she was working with professionals on a marketing campaign informing administrators (*fire chiefs, public officials, politicians, and others*) about the Denco 9-1-1 District and the capacity in which they serve the public. Postcards will be sent saying, “We won’t answer your 9-1-1 call, but someone else will.” An informational session will be set up in the near future.
- Beth – She’s working on GIS day (November 19). She did satellites and miniature cell phone towers. This year she will do a wheel of fortune that says “the world goes round” and will use Game Pro software to create GIS/911 questions. She will give Cell Phone Sally charms to the ladies, hacky sacks for the guys, and everyone will receive globe chocolate balls.
- Kimberly C./Maria – This was their 1st meeting. They created various flyers including Cell Phone Sally, and had them translated in five languages: English, Spanish, Korean, Chinese, and Vietnamese. A copy of the flyers available are attached to the minutes. For copies of the flyers, contact Kimberly at the Dallas Police Department at (214) 670-3203 or via email at Kimberley.cole@dallascityhall.com.
- Susan, Christie E., and Elaine participated in activities with the City of Dallas, Denco Area 9-1-1 District, North Central Texas COG, City of Plano, and Tarrant County 9-1-1 District, baby billboard campaign and 9-1-1 awareness week activities.
- Pattie H. with ETCOG had to reschedule her 9-1-1 day event due to Hurricane Ike. The event was held in October. She had to have new caterers, new band, and they ordered bags for the dispatchers.

Miscellaneous

- Patti D. thanked Jim Mahood for taking all the photos at the PET meetings.
- Patti D. asked Cindy B. to give an update on the Discovery Channel’s *Call 9-1-1* show seen on the Investigation Discovery channel, which debuted back in July/August 2008. This TV show focuses on the use of 9-1-1, spotlighting dispatchers from across the country and the people they help. The website (<http://investigation.discovery.com/tv/call-911/call-911.html>) initially provided ten 9-1-1 tips which were not very useful. A subcommittee of NENA members made contact and successfully revamped the 10 tips. The 10th tip refers to a list of helpful websites for all ages. She doesn’t know if the Discovery Chanel will continue with the show, but there were two Texas calls that were reenacted on the show. You can see them on the website.
- Patti D. and Cindy B. encouraged the group to send any photos of their public education events to put on the website and include as part of the PET historical information. Patti D. asked Alisa to discuss her media coverage for her 9-1-1 Kid Heroes and her billboard campaign. Alisa stated that her Kid Heroes were shown on Good Morning Texas and also on CNN Headline News every other top of the hour for a week. This was great coverage for her kid heroes and 9-1-1 public education. Alisa also showed a video presentation of her billboard campaign.

9-1-1 Public Educators of Texas (PETS) Quarterly Meeting

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- The 9-1-1 Trainers of Texas (TNT) meeting will be on February 9, 2009, rather than in January 2009. She asked if the PETS would like to change our next meeting to February 10, 2009? This would allow for those PETS who are also members of the TNT group to attend both meetings. This would also accommodate budgets, especially since all are experiencing budget adjustments. Susan motioned to change the meeting to Tuesday, February 10, 2009, seconded by Peggy. All were in favor. Charlesetta stated that she would check with the Museum for availability. Patti reminded the group of the PET meeting date on February 10, 2009 instead of January at the Frontiers of Flight Museum in Dallas, Texas.
- She asked for additional questions or comments. There were none and the meeting was adjourned.