



9-1-1 Public Educators of Texas 2nd Quarterly Meeting
Sunday, July 22nd, 2012
San Antonio, Texas
NPEF Conference

President, Cindy Bridges - Called Meeting to order at 9:15am. Cindy welcomed everyone to San Antonio and is looking forward to a great NPEF forum. Introductions were done around the room as members shared with the group, their first memory of Texas.

Website Report - Sandy Issel gave report for the website. She is working with Patrick Brothers to put the new logo on the site. Cindy would like the Bylaws placed on the website. Charlesetta Malone motioned that the bylaws be placed on the website, Susan seconded, all in favor and motion passed.

Treasurer Report - Leticia Truex gave Treasurer's report. Sergio Castro motioned to accept the Treasurer's report as presented; Charlesetta Malone seconded the motion, all in favor and motion passed. Leticia has obtained a debit card for the PET group checking account and has been able to avoid monthly service fees by making a required small purchase each month with the debit card.

Follow Up - No follow-up from last meeting is needed.

Presidents Minute - There are new guidelines being discussed for the Public Educator of the Year and Kid Hero Award for Tx NENA. During discussions, there have been requests to do away with the Kid Hero award, but Cindy suggested strongly that it remain, as it is a very inspirational and important award. Here are some specific guidelines and requirements for Kid Hero nominations. Not all of these have been confirmed, however, are still being discussed.

- Cindy feels confident that TX NENA will pay for the flight and room for the Kid Hero award recipient and one family member to attend the conference.
- You can nominate as many Kid Hero's as you want, however, only one Kid Hero will be chosen and receive the award.
- It is required that the Kid Hero be recognized locally, in order to submit their nomination. TX NENA wants to promote agencies to notify their representatives of the Kid calls they get in the 9-1-1 center. The Kid Hero cannot be recognized if the agencies don't let their representatives know about the calls from these young hero's. The local kid hero recognition doesn't have to be a large campaign; it can be done on a smaller scale, with just a letter and certificate sent to the child, etc.

NENA partnership - Cindy is very pleased to hear that NENA is interested in being involved in the PET group. Having the pet group be part of that conference was a huge hit. The magazine that came out had a lot of good information in it, about the public education programs and there were several articles written by PET members. Sonya will say "thank you" to the NENA group, on behalf of the PETs.

Cindy has a new email address and it will be updated on the website soon. Please use her new email address of cbridges@wilco.org. She does have a limit on her email mailbox of 9mb, so if you get a bounce back, when trying to send large files and/or pictures, you will know why.

President Elect, Charlesetta Malone - The election results for President-Elect are in: Charlesetta Malone is the new president-elect which is a two-year position. After two years, she will become president.

Bylaws - The bylaws were reviewed and approved by the 9-1-1 Alliance, the Texas Association of Regional Councils, and everyone in the PET membership should have worked with their organization's leaders to look them over and approve, as well. Pam Frisk motioned to accept the bylaws and Sergio Castro seconded it, all approved and motion passed. The PET group just made history with the acceptance and passing of the bylaws.

PET shirts with new Logo - We recently voted in, the new PET Logo. Sandy is sending out the order form for new shirts to all PET members. The order must be pre-paid, so please make arrangements to get your order in. Deadline is going to be just a few weeks from now.

Robert Gonzalez - CSEC is the organization that takes care of about 1/3 of the state of Texas. CSEC is where Cell Phone Sally and her friends live, including Red E. Fox. It is the PET group that provides CSEC with the wonderful ideas, designs, etc. and it was this group that came up with the script. The PET group and the CSEC organization collaborate very closely. About two years ago, CSEC made efforts to reach outside of the state of Texas, to provide a way for persons living outside the state of Texas the opportunity to purchase public education materials. <http://www.911safety.org/> 911safety.org is the place to go and purchase public education materials, for folks inside and outside of Texas. The store is open 24/7 and you can place your order anytime, and orders are fulfilled very quickly. Every other month, Robert tries to have sales on the on-line store. Simply go to the Facebook page, or if you are already a customer, you will receive an email, with sale information.

The CSEC agency is small; however, the agency allows Robert to work within the PET group. Robert wants the members to know that CSEC really values his continued involvement in the group and they value everything that the PET group does.

Cell Phone Sally blog - Melinda Crockom is the voice of Cell Phone Sally. Melinda runs the Cell Phone Sally blog. You can check out the blog at <http://cellphonesally.blogspot.com/>.

The CSEC agency has three Cell Phone Sally costumes. Robert is happy to loan her out, to make appearances in the central Texas area (Austin, Tx area) Also, if you have any large events going on, where Cell Phone Sally will be, please share information, photos and/or videos with Robert. Charlesetta Malone would like to know if CSEC has Cell Phone Sally costumes for rent. CSEC is actually working on a check-out system for the costume(s). Desiree Gautier from Harris County Sheriff's Office would like to know how Cell Phone Sally can be updated, because dialing from a push button cell phone is very different than dialing from an I phone. Robert welcomes any suggestions to help update and/or make changes to Cell Phone Sally, however, please keep in mind that Cell Phone Sally represents a universal idea for a communication device. Cindy Bridges suggests that everyone attend the next full meeting, so we can discuss this in more detail.

National 9-1-1 Coalition - Carla Anderson from the Next Generation 9-1-1 Institute made a presentation about the National 9-1-1 Coalition. The National 9-1-1 Coalition was formed to collaborate and get messages out there in a cooperative effort with the various groups. She met with her mayor and several city officials and found that many people did not understand what 9-1-1 is. They understand what EMS and police responders are, but not really what 9-1-1 is. She educated them on the differences between the 9-1-1 dispatcher and first responder. The National 9-1-1 Coalition works on a zero budget and, therefore, they always try to combine their resources. Committees have been formed. These committees are the “who, the “what,” and the “how,” committee. These committees answer key questions: Who does the message go out to? What is the message we are educating the public about? How is the best way to distribute the message? Carla Anderson encourages all PET members to visit with her and collaborate with the National 9-1-1 Coalition about the best ways to showcase the public education. We will have a session later today, during the NPEF conference and at the upcoming APCO conference this year. Alisa Simmons holds the public education seat on the National NG 9-1-1 Institute board.

Sonya Clausen, Greater Harris Co. 9-1-1 District - Sonya reported on the Greater Harris County 9-1-1 public education media campaign. Sonya showed the group the “Help 9-1-1 Help You” video. The video was a success and they will use it again next year, as location, a very critical message is given to the public. Robert Gonzales, from CSEC and Sergio, Juan, and Jessica from Lower Rio Grande Valley helped with the Spanish interpretation. Sonya wanted to stress to the public educators that it is very important to have a translator that you trust provide translation services to any brochures, letters, scripts, etc.

Sonya also discussed Apps with the group. Apps are an opportunity for a developer to create great ideas about safety; however, the problem is that the creators don’t consult with 9-1-1 before they put them out there for the public to use. Both APCO and NENA are reaching out the App providers (apple, google, blackberry) and are sending a letter to them, to discuss the issues related to the creation of these apps, such as the App that dials 9-1-1 when you shake your phone, or the App called “My Force,” where you can connect with a call center if you are in a situation where you feel scared. Go to myforce.com website, to learn more about this App. If you hear of a new App, please send it to Sonya for research.

Sonya has the Harris County logo on a CD, which will provide a clean copy for different uses, however, you must ask to use the logo and the registered trademark must be on it, when the logo is used on anything. Please do not “alter” the logo.

<http://www.tveyes.com/> is a media monitoring site. Sonya is a member of this site and she uses it to capture and record public education TV spots, Kid Hero interviews and other media events.

Sergio Castro is the Mexico NENA liaison. NENA Mexico conference is coming up October 17 - 19th and they can provide sponsorship.

Charlesetta Malone motions to adjourn, Connie Chavarria seconded the motion. All in favor and motion passed.

Meeting adjourned at 11:36am