



PET Meeting

August 26, 2007

San Antonio Omni/ TX- NENA Conference

Meeting was called to order by our President Elect, Patti Davis. Attendees were:

Abraham, Monique	Greater Harris County 9-1-1
Arias, Pam	Richardson PD
Banner, Willima & Ben	City of Dallas
Boone, Janet	Brazos Valley COG
Burger, Donna	GCRPC
Borunda, Armida	Rio Grande COG
Bridges, Cindy	Central Texas COG
Caldera, Patricia	El Paso County 9-1-1 District
Castro, Sergio	Lower Rio Grande Valley Dev. Council
Cavazos, Mandy	Midland Emergency Comm. Dist.
Chaffin, Tina	McKinney Police Dept
Clark, Kim	East Texas COG
Clauson, Sonya	Greater Harris County 9-1-1
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas COG
Decker, Sherry	North Central Texas COG
Dillon, Lisa	Central Texas COG
Dujka, Sarah	HOTCOG
Ebel, Pat	Henderson County 9-1-1 District
English, Beth	City of Longview
Glass, Annetta	Concho Valley COG
Gonzalez, Robert	CSEC
Grahmann, Jamie	GCRPC
Hanon, Pattie	East Texas COG
Hill, Kristine	HOTCOG
Jones, Kevin	ECD of Ector County
Koch, Vereda	Wichita-Walbarger ECD
Malone, Charlesetta	Deep East Texas COG
Mosteller, Jennifer	CAPCOG
Pacheco, Cori	Lower Rio Grande Valley Dev. Council
Perez, Nelly	MCEAD
Robertson, Shonda	McKinney Police Dept
Rodriguez, Susan	City of Plano
Shelley, Peggy	Texoma COG
Simmons, Alisa	Tarrant County 9-1-1 District
Tice, Stephen	Lower Rio Grande Valley Dev. Council
West, Sharlene	City of Dallas
Wilson, Renee	Potter-Randall 9-1-1

Welcome & Introductions- Intro everyone and state favorite Spanish word.

Secretary minutes- approved. Vereda requested minutes been sent within 3 weeks.

Treasurer report- \$2452.18 balance before this meeting's expenses. Approved.

Statewide Media Campaign: (Robert Gonzalez)

Robert stated he almost had \$80,000 approved for PSA campaign. He is very confident will have full funds. The PSA's will air from Dec-Feb. If you want to double check that your agency sent in it's commitment letter, approach Robert. GHC will invoice to each agency 1st week of October. Please process payment to GHC within 30 days. 1st of Nov will have PSA's (4 messages) completed to be distributed to area stations (radio and TV). Robert will get a report of commercials aired but 1st report will be mailed after 1st month of being aired. Sonya mentioned that other stations will call and ask about playing the ad on their station. Please refer them to TAB, at least advise them they were purchased through TAB. The PET Group will own the messages and individuals can approach stations to air them at a later date.

Request for funds for copyright: (Robert Gonzalez)

Cell Phone Sally DVD update. Patty C and Robert writing grant proposals for funds to get DVD. 9-1-1 for kids contract expires in 12-14 yrs to continue with Red E. Fox. Script development is in progress with **Jyme Magon** (established Hollywood scriptwriter). There will be both Spanish and English versions. The presenter guide will address TEKS requirements- lesson plan format. DVD is comprised of computer animation. The question was posed if there will be a CPS robot or costume? Robert replied "Will be looking at more items in the future". New characters will be incorporated in the DVD. These characters will belong to PET Group and will be submitted for copyright. \$40 per character not to exceed 6 characters. Susan moved to approve the copyright. Peggy 2nd. All voted yes- motion carries. Suggestion for character name of Tina Texter by Stephen with LRGV. Screenwriting will be completed next month.

CSEC Update: (Robert Gonzalez)

There are 69 honorees for Silent Heroes, 7 Team award of merit, 9 TC of year recipients- so thank you for getting the word out. All materials have been delivered from recent catalog order. Stretchy flyers have been received well. Sonya asked a packaging question- she prefers for activity books to be sent in boxes of 250 rather than 500. Robert replied that UT printing services may be able to make some changes. Oct will be next

order period to be delivered by Dec. Question asked by Nelly the litter bags states “compliments by CSEC” is that an option? Vereda made the motion to not have that stated on the bags- 15 yes/10 indifferent. Imprint from CSEC will be removed.

PET website: (Cindy Bridges/ Patti Davis)

There is an issue with Kevin maintaining website. (His boss doesn't like it on their domain). Mark Payne has done a great job with the TNT website. Mark can do simple website for around \$1000. Vereda moved that Mark would be a perfect candidate because of being in the 9-1-1 field. Patty C moved to check into maintenance. Susan moved to form a committee- Sonya will head the committee- volunteers Susan, Vereda, Cindy. By Nov have solid quotes to discuss this further. **FORWARD MARK'S EMAIL ABOUT THE SCOPE OF THE WEBSITE.** Beth English volunteered to maintain the site. It was recommended to post the financial balances without the account info or login purposes.

New business: (Cindy Bridges) Please notify us so we can send card, gift, etc. Update your home address for this purpose.

Role of 9-1-1: (Sonya Clauson)

1. National Center for Missing & Exploited Children(NCMEC) & NENA have joined forces. Bill Hinkle leads initiative to educating PSAPs. Public Awareness communications, Operations, Steering Committee, SOP committee of NENA have helped develop guidelines and training using NENA SOP. The PET role would be Public Awareness to the PSAP's on training. CEO course inviting directors, managers, etc so they have the knowledge about this course and what NCMEC does. Not as strict to get in the course- don't need a sponsor. (MAYBE CHECK THE TRAINING STUFF) .They offer a 2 day course where you can tour the center and see them in action. Some people may not know that Arnell Evans had a granddaughter who was recovered after 11 mths. Plan to educate every NENA chapter to ask each PSAP's to attend the CEO course. There was a session at this TX-NENA conference with a video. Check out www.ncmec.org.
2. Human trafficking- GHC was approached with Dept of Justice to help recover victims of human trafficking. This is done with help of state, local and private organizations. Training course held in Laredo- very interesting. Modern day slavery or prostitution to working off debts. The State of Texas has started the silver alert for senior citizens.

Elections: Ballots were passed out to members in attendance. Others to be mailed out to members. Patty C moved that the TENA Liaison be a TENA board member. 2nd by Susan. Kevin discussed that may be some issues with election periods. Motion moved. This will be brought up again at the November meeting once TX-NENA positions have been solidified.

Conference session & booth: come check out the booth and session.

Committee breakouts:

- Mentoring (Patty Cross)- See Patty to be paired with someone.
- Resource (Beth English) - Got in the mail- Intergraph advertisement. Make into a game like 8 ball. Toothpick dispensers, luggage gripper (Get a grip call 9-1-1), eye glass cleaners (Don't be a spectator- Join the team for recruitment). Make mood pencils more interesting- polka dot, stripes or switch the colors. Susan got flip flops- Don't flip out- call 9-1-1. Car magnet w/ PET logo- Beth will research.
- TC recognition (Charlesetta Malone) - Good ideas. Tri-area luau with flip flops. CAPCO will have ceremony at capital.
- Public Information (Alisa Simmons) - spoke about columnist incident in Tarrant Co. Excellent responses came from agency.

Share Time:

Cori- doing advertisement on transit buses. Currently busy obtaining prices for new equipment.

Sarah- they need to spend some money before Aug 31st- tablecloths (buy one get one free- Laine Advertising from Waco).

Renee- needs some comic books. (PET Group planning a co-op order in between CSEC order periods).

Sherry- TAG team just met- redesigning Pub Ed adult items, pill box w/pill cutter; tear off with current prescriptions, magnifying bookmarks, "recognitions items" for TC week.

Pattie- stadium seats (Davis group), binoculars, oven sticks (senior citizens) 9-1-1 fun in the sun (Ranch) - Next yr slogan is 9-1-1 stars shine forever

Sonya- 9-1-1 Appreciation Day w/ Astros discounted tickets and drink ticket. Goal is 600- 962 have signed up. They have 1100 call takers. So they have 66% of PSAP participation. Spirit sticks- Use it Don't Abuse It to be given out to 1st 1000 fans. Red E. Fox will have opening pitch. 9-1-1 Day product is beach mats.

Peggy- 9-1-1 Day get lunch bags (from Joanna Hall), stuffed Red E. Fox inside the lunch box. Also purchased multiuse bottle openers.

Armida- Ordered CTCOG T-shirts

Pat Caldera will switch to recognizing TC Week.

Susan- She did utility bill inserts- "Use It Don't Abuse"- reached about 72,000 Plano households. She is doing the Flip flop event with Tri-area.

Beth- She is not doing TC banquet- not really appreciated and is a lot of work. Will combine recruiting and education. She is doing a t-shirt with the slogan "Got excitement? Try answering 9-1-1."

Vereda- She bought the CTCOG 9-1-1 Day t-shirts. She did a contest for TC recognition "Why I would like to go on a 3 day trip to San Antonio?" Ordering a pull up display for events thru www.fastsigns.com

Mandy- 20th anniversary- theme cards "Don't Gamble with 9-1-1", Slinkies, Frisbees, Domino's, caps w logo, pens, coasters. She did a "What does 9-1-1 mean to you?" competition with daycare children art. SEE ATTACHMENT TO MINUTES OF THE FORM

Patty Cross- 20th anniversary celebration- She sent out leather portfolio's as an invitation to city, county, state and national governments. Inside the portfolio had a pull out with accomplishments of Denco. Some people came for small notepad that matched the portfolios. Gave away some awards and recognized award winning dispatchers.

Alisa- 9-1-1 week starts Mon Sept 10th w Kid Hero event. Media will show some "Day in the life of a dispatcher" news clips. 20th anniversary logo goes on everything they send out- lapel pins, baseball caps. They will do their event at Studio Music Grille Movie Theater that serves food for Sept 16th. She sent out save the date cards before sending poster invitation and memo to PSAP's. 2 theaters will have casinos, one theater will be a children's event, one theater will be a game show and then several will play new and current movies. Buffet will be served twice. Water bill insert w/ Ft. Worth about staying on the line and not hanging up- 225,000 were sent out.

Jennifer-won't do 9-1-1 Day- for TC Week they did 4 tickets per dispatcher for Round Rock Express game. 630 showed for game- had all TC's on field. REF threw first pitch. Pub Ed table around field. Calendar event for 9-1-1 Day 5000 entries- they print a calendar with 13 pictures. They do awards event after TX-NENA. She is hoping to get higher submission rate for TC of the Year. The ceremony will take place at the capital with all the kids and the TC's. Winner get acrylic trophy type thing. They will have a moment of silence for Sept 11th and then Amazing Grace.

Willima- 9-1-1 Awareness Week hula dancing & karaoke. April celebration- roll blankets for gifts.

Adjourn.