



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

Sunday, August 29, 2010

Westin Park Hotel

Dallas, Texas

Call to Order, Welcome, Introductions (Susan Rodriguez)

Arredondo-Garibay, Hilda

Atkins, Lisa

Boone, Janet

Boss, Lisa

Bridges, Cindy

Castro, Sergio

Chaffin, Tina

Clauson, Sonya

Davis, Patti Davis

DeMarco, Caryn

Dodd, Roxie

Eskew, Christie

Frisk, Pamela

Gamez, Abel

Garza, Diana

Gilliam, Joanne

Glass, Annetta

Gonzalez, Robert

Hawthorne, Ele

Howell, Heather

Issel, Sandi

Koch, Vereda

Mack, Darla

Malone, Charlesetta

Nino, Orlando

Olberts, Jeanna

Pacheco, Cori

Pizana, Maggie

Rodriguez, Susan

Sanders, April

Sciba, Lesley

Shelley, Peggy

Simmons, Alisa

Wines, Sarah

Concho Valley Council of Governments

City of Irving PD

Brazos Valley Council of Governments

Midland Emergency Communications District

Central Texas Council of Governments

Lower Rio Grande Valley Development Council

Collin County Sheriff's Office

Greater Harris County Emergency 9-1-1 District

West Central Texas Council of Governments

Will County 9-1-1 (Illinois)

Greater Harris County Emergency 9-1-1 District

North Central Texas Council of Governments

Panhandle Regional Planning Commission

Permian Basin Regional Planning Commission

Lower Rio Grande Valley Development Council

McClennan County Emergency 9-1-1 District

Concho Valley Council of Governments

Commission on State Emergency Communications

Houston-Galveston Area Council

Texoma Council of Governments

Denco Area 9-1-1 District

Wichita-Wilbarger 9-1-1 District

East Texas Council of Governments

Deep East Texas Council of Governments

Lower Rio Grande Valley Development Council

Ector County 9-1-1 District

Lower Rio Grande Valley Development Council

Lower Rio Grande Valley Development Council

City of Plano Public Safety Communications

Longview Public Safety Communications

Golden Crescent Regional Planning Commission

Texoma Council of Governments

Tarrant County 9-1-1 District

Heart of Texas Council of Governments

Approval of Minutes (Susan Rodriguez)

Susan asked the group if there were any questions, comments, or changes needed on the minutes from the May 18, 2010, meeting. There were none. Vereda made a motion to accept the minutes, seconded by Janet. All were in favor and the minutes were approved.

Treasurer's Report (Christie Eskew)

A copy of the treasurer's report was provided. Christie asked for questions, comments, or changes. There were none. Lesley made a motion to accept the report, seconded by Tina. All were in favor and the report was approved.

Meeting Costs (Cindy Bridges & Christie Eskew)

Christie stated that since she's been treasurer for the group, there were not enough funds available to pay for the meeting room and meals. This is due mainly to the tripled costs incurred to pay for the meals during the TENA annual conference held in August. The hotel does not charge for the meeting room, as long as we cater our meals through them. Susan stated that for this meeting, alternative venues were considered, but the transportation costs would have been the same as the meal costs, or more if we moved the venue. Christie thanked those who paid for their registration fees in advance, which helped to determine if enough monies would be available to cover this meeting's expenses. The cost of today's meal was extremely expensive and any amounts remaining would be put on a credit card.

Patti D. stated that one of the other PET incurred expenses was the annual fee paid to the Mark Payne, our webmaster, for maintaining the PETS website. The cost is very inexpensive. Patti D. stated that other expenses incurred by the group are associated with having a booth setup during the national NENA conference. The booth space is provided free, courtesy of NENA, but you have to pay for any electrical hookups, the table, chairs, trash can, or any other needs. The cost of a 4' table for the conference this past year was \$125.00.

There were various comments/suggestions made and questions asked by some of the members on how to help ensure that funds are readily available to pay for our expenses, including:

- Each PET should pay their registration fee prior to attending the meeting, instead of paying at the door. This is a great solution, but it may not be feasible for everyone. What about sending out an email giving members the option to pay their registration fee quarterly or annually?
- Can we have a cushion in the account? Susan responded that it was not our intentions to carry a large amount of money in the account because we're not trying to make a profit.
- Can we scale back on the lunch and go a little cheaper? Sandi stated that with a little extra effort and research, we can possibly reduce the cost of lunch. The choice of menu determines the cost, along with having a more accurate count of who will be attending. In the past, lunch has been prepared to include extras, for those who may not have pre-

registered, but planned on attending. We could revamp this and only order enough lunches for those who registered.

- What about eliminating lunch? A comment was made stating that if you eliminated lunch, then the cost of the registration fee could be reduced, and the only expense incurred would be the meeting room fee.
- Can we eliminate having a meal in conjunction with the TENA conference? Susan stated that the meeting room was provided free of charge, as long as we catered lunch with the hotel. In other words, there would still be a significant cost associated with having the meeting whether we ate or not.
- A request was made to for Christie to create an invoice a month prior to the meeting and mail out so payment could be received in an ample amount of time.
- Could the registration fee be paid online, possibly using a free PayPal account or setting up secure access on the PETS website? Vereda stated that she'd have to check with Mark because we would want to ensure encryption and security, as well as a method of keeping track of payments. Currently, everyone is either paying by check or cash, and we've had no problems in the past, we just want to have the monies available prior to the meeting. Cindy stated that no one should have to pay for costs incurred with the meeting out of their own personal account, which is the problem that we're facing now.
- Ele stated that some agencies need an agenda to include with their travel requests for approval. Vereda stated that as soon as she receives the information, then she can have it posted to the website immediately.
- Peggy stated that since the price of the PETS registration has not increased over the last couple of years, then why not consider increasing the registration fee?

Christie suggested that the members pay their meeting registration for the entire year? Currently, the meeting fee is \$30 per meeting, for a total cost of \$120 for the year. Sergio suggested that we increase the quarterly meeting fee to \$35, with the exception of the meeting held in conjunction with the TENA conference, and increase that particular meeting fee to \$45. Sergio also asked if the group could possibly ask vendors to make a donation to the PETS group for the conference meeting, since we request donations for picnics and recognition banquets? Patti D. stated that she'd solicited vendors in the past for monetary donations to purchase items for the PETS booth, but not for any meeting. Some vendors provided promotional items to distribute to help support the PETS public education efforts, such as tape measures and other items. Susan stated that we don't need them to sponsor the meetings, and prefer to request donations to further our public education efforts. Susan asked if there would be a problem with increasing the fee by \$5 for the quarterly meetings, with the exception of the meeting held in conjunction with the TENA conference. The group stated that the increase would not be a problem.

Sergio made a motion to increase the PETS quarterly meeting fee to \$35 for the months of February, May, and November, and increase the annual conference meeting fee for August to \$45. Pam Frisk seconded the motion. All were in favor and the motion passed.

Website Report (Vereda Koch)

Vereda had no updates. She stated that as soon as she receives information, such as the minutes, agenda, and other items she'll post it to the website. She took pictures of the members to include on the website, so we would have a face to go with the name. She also provided the members with a new password. If you forget the password, you can contact her via email at

vkoch@ww911.com.

Share Time

Susan – focusing on doing Cell Phone Sally presentations for second grade

Cindy – she sent out an email for a coop order, but has not met the minimum quantity needed. She will order fun bands, slap bracelets, 4-pack coloring pencils, kraft bags, post it highlighters, jar openers, kickbags/hackey sacks, round blinking lights, and mardi gras pens. Anyone interested should contact her by September 3rd. She also stated that Target has fun bands, located by the baseball cards, in the shape of emergency vehicles (fire truck, police, ambulance, help 9-1-1, and a wrecker). She will also order 50/50 cotton t-shirts with the slogan, Your Worse Day is our Work Day. The collar and sleeve colors are different. She's also stated that her theme for TC week for April 2011 is Star Trek. She will give out lunch boxes and koozies with the metallic space blanket silver color. The theme is aimed at focusing on Next Generation 9-1-1. She also thanked those who volunteered to work the PET booth.

Christie – She will giving her dispatchers, notebooks with leather patch made of recyclable materials. Her agency is shifting to going green. She, along with the other Pub Ed Academy instructors will be making their presentations in Washington state and at the Lower Rio Grande Valley Development Council. She also did a coop order with Tarrant County and Denco Area 9-1-1 District for ear buddies for the Ipod. She'll inform the group if these were good promotional items at the next meeting.

Darla – She's working with her PEP team to reach out to the Spanish/Deaf community. One of the obstacles their facing is not having sufficient translation resources for various printed literature. The translated materials would definitely help to increase their public education efforts to get the word out. Suggestions were made for her team to check with the local colleges, Citizen's Police Academy, Fire Academy, EMS academy, and others. A suggestion was made to use the PSAs used in the statewide campaign as a resource. Sergio stated that his agency is putting together various information in Spanish and it will be put on their website (www.stnet.org). Darla thanked the group for their input.

Jeanna – focusing on doing second grade presentations in the schools.

Sandi – She’s working on 9-1-1 day gifts including coupons from Domino’s, along with a pizza cutter with the slogan, “anyway you slice it we’re the best.” They will have an appreciation event on September 24th at Sneaky Pete’s on Lake Lewisville, and Flipbooks will be created and given out. She’ll update the group on the outcome of the event. She’ll also give away small kraft bags with Cell Phone Sally on them and tumblers. She’s ordering 10,000 sliding puzzles with the message of know your location. A Clowning program out of Lewisville will be doing program presentations starting in October and ending in Christmas. She may ask the group to come to our meeting in February 2011 and provide the group with an overview of their public education efforts. The group agreed and Sandi stated she would contact them and provide us with an update at the next meeting.

Sonya – She just finished the GHC spring media campaign and they’re continuing the same message throughout the summer months. All of their PSAs are on their website (www.911.org). GHC promoted the Help Us Help You campaign on radio, television, and movie theaters. Since that campaign, the number of calls, in the past year, has decreased. She can’t say that the campaign was directly tied to the decrease, but she was glad to note the reduction in calls. GHC was working on their 3rd annual 9-1-1 day event with the Houston Astros. During this event, they’ll recognize their Telecommunicator of the Year winners and Cell Phone Sally. The GHC had a joint meeting with the City of Houston, and as a result, Video Remote Interpreting (VRI) equipment is available at all of their substations to provide sign language interpreting services for the deaf, hard-of-hearing or speech-impaired individuals. Also, the GHC has begun distributing classroom kits to the schools. Roxie has been working on increasing outreach efforts in the Deaf community, as well as focusing on educational efforts for uninitialized phones. Pam suggested she also educate the agencies who distribute these phones. Susan suggested she have the PSAPs create reports for wireless call volumes and how many of those calls come from uninitialized phones.

Heather –For 9-1-1 day, they’re giving their telecommunicators umbrellas and rain gauges. They also recognized Kid Heroes.

Annetta – The Concho Valley COG hosted a Sexual Assault/Family Violence training, which included the use of uninitialized phones by victims of domestic violence. Annetta spoke with the trainer about their use and impact on 9-1-1. The trainer asked Annetta for a brochure on these types of phones, so the information could be included on their website. Annetta asked the group for any other samples of brochures dealing with uninitialized phones. They created a bean bag game on how to use a cell phone/9-1-1 at a junior high. For 9-1-1 day, they’ll do blinky cups. Neil has been doing programs for seniors. They’re looking at back to school programs and using flashcards in the classroom environments.

Janet – getting red/black umbrellas with bags.

Lisa –Her agency has received an influx of accidental 9-1-1 calls from hotels, motels, and businesses. In an effort to minimize these calls, Tina did a brochure on why they need to stay on

the line if they accidentally dial 9-1-1, and Susan does program presentations for businesses to help address this issue as well.

Vereda – shared an article that was printed in Emergency Number Professional (ENP) magazine. The article can be viewed online at www.enpmagazine.com/magazine/issue_archives/2010/07-07/poetryinmotion.html

Patti D – She’s doing a coop order for retractable message pens and tri-color highlighters

Alisa – She’s ordered quite a few items to distribute as well as received numerous requests for Cell Phone Sally. She’ll have a fall advertising campaign and use the same location message from her April campaign, “9-1-1 Needs to Know Where to Go.” She’ll also have a campaign in October targeting minority radio for Asian Americans, Vietnamese, and Hispanics. Alisa is seeking approval from her board to have her public education materials moved to a warehouse and managed by a fulfillment service center. All public education orders will be placed online, packaged by the fulfillment center, and picked up by the requesting party at the warehouse. The cost for this service will be an estimated \$35,000 – \$40,000 annually. This will be a great asset to the program because the fulfillment center will track all of her inventory and contact her when inventory is almost depleted. For 9-1-1 day, she’s giving her dispatchers lunch bags.

Caryn – She’s ordered slider key chains and cups. She will be participating in a FREE User’s conference in September for police, fire and dispatch. During the TENA conference, she will be doing a session on teens and 9-1-1.

Pam F. – She will have a 9-1-1 day event, with a PSAP celebration and a casino night theme. She also has EMS centers that use Andy the Ambulance and distribute various materials and public education items. She’s also working on initiating a TAG team in her area and partnering with her local 9-1-1 district.

Joanne – For 9-1-1 day, she’s giving the dispatchers travel mugs with Payday candy bars in them. She’ll also participate in the National Night Out program in October. In addition, she’s gearing up to do presentations in the schools.

Sarah – ordering public education materials

Vereda – She’s preparing for the annual Hotter than Hell bike race for an estimated 14,900 people. She plans on doing a coop purchase for Egrips.

LRGVDC staff will participate in the National night out program. They’ve been participating in numerous programs with Cell Phone Sally.

The PET group thanked the LRGVDC staff for the banner they created to use at the PET booth during the conference. A picture of the banner will be posted on the PETS website.

National Public Educator’s Forum Update (Patti Davis)

She was excited to announce that during this year's National NENA conference, a one-hour session was allotted for a mini public education meeting. Since last year, Patti D. has started a National Public Educator's Forum (NPEF) for public educators throughout the nation. Since its inception, the group has over 130 members on her email list. Although the group has been really successful, there exists no national conference for public educators. With the help of a few PETS (Patti D., Robert, Susan, Cindy, and Caryn), she is proud and excited to announce that on August 1-2, 2011, the NPEF will host its first mini conference in Fort Worth at the Radisson Fossil Creek. Registration will be approximately \$120. The conference will focus on grass root efforts, day to day activities, a boot camp for new educators and how to get your program fully functional, and also some advanced teaching techniques will be provided. Caryn DeMarco will coordinate the sessions, so if you have any ideas, please contact Caryn (cdemarco@willcounty9-1-1.com). She encouraged all of the PETS to become a member of the NPEF.

Distribution of New Resource Manuals (Cindy Bridges)

Cindy requested that pictures/info to be included in the resource manual be sent in a .jpeg file. Tina Chaffin is the chair of the Resource Committee, but she has the software used to create the resource manual on CD. She stated that if anyone needed a copy of the resource manual on CD to contact her at cindy.bridges@ctcog.org.

Committee Breakouts/Reports

Public Information – Patti D.

Patti encouraged the group to send emails and share information on issues related to 9-1-1, training, education, events in the news, and more.

Tina Chaffin – Resource

Tina stated that the committee was interested in a finding or creating a bookmark shaped like a cell phone with a window to include a specific message and on the back include some 9-1-1 tips; create a small story book and/or activity book to take home.

Cindy Bridges – Mentor

Cindy reported that April Sanders requested a mentor and she will pair April with a seasoned PET veteran.

Sandy Issel – TC Recognition

Some ideas for TC recognition included:

- send birthday cards to TC's and include a small token of appreciation
- gift cards
- inspirational poems
- give lanyards to hold their ID badges
- Put each TC's name on a cake for events, such as 9-1-1 day, National TC week, Christmas, and other events.

- Personal delivery of gifts

Sandi also noted that McClennan County will celebrate their 25th anniversary and they will have a Family Day for their TC's.

CSEC Report (Robert Gonzalez)

Robert stated that currently, the fall order period is scheduled to be September 13 – October 1, 2010. The order period may change, and if it does he will notify all PETS via email. He has no additional information to report at this time, but encouraged all PETS to put a link of the new Cell Phone Sally video on their agency website. The video is on You Tube.

NENA Public Ed Training Committee (Sonya Clauson)

Sonya stated that several workgroups were developed to work with companies using new technologies, such as Ford Sync, to create training guidelines for PSAPs. A kick off meeting was held to welcome and introduce new members. If interested in joining, please contact her, and also send her any issues to discuss during their monthly conference calls.

As part of this committee, the group works with NENA's Educational Advisory Board (EAB) which helps create educational webinars/courses for 9-1-1 personnel.

Currently, the National Center for Missing and Exploited Children (NCMEC) is working with Texas to adopt the ANSI standards. There will be courses offered online, and a representative from NCMEC will make a presentation during the TENA conference.

For National Public Education Month, NASNA, APCO, NENA, National E9-1-1 Institute had a meeting and worked in a collaborative manner to promote a consistent 9-1-1 education. The purpose is to have one message that everyone uses nationwide. The content of their efforts was posted on the NENA website.

The committee continues to work on increasing public education efforts for the Deaf community and VRS users, implement guidelines for interpreters.

Other Business

Willima Banner-Tunis officially retired from the City of Dallas on August 28, 2010.

The next PETS meeting is scheduled for November 16, 2010 at the Frontiers of Flight Museum in Dallas. There were no additional comments and the meeting was adjourned.