

ISLAND COUNTY FIRE DISTRICT #1

Camano Island Fire & Rescue (CIFR)

COMMISSIONER'S WORKSHOP

April 24th, 2023

4:30 PM

MINUTES

Chair Evans called the **Fire Commissioners' Workshop** to order at 4:30 p.m.

Comm Yadon led us in the flag salute.

Those in attendance were:

Commissioners

Jerry Evans

Janice Trembl

Kelly Yadon

Paul Williams via Zoom

Kim Williams

Fire Department Staff

AC Jason Allen

Amy Martin, Board Secretary

Chief Levon Yengoyan

Public-none

MOVED TO APPROVE the Agenda

1st: Commissioner K. Williams 2nd: Commissioner Yadon

Discussion: none

APPROVED: Unanimous

Workshop Topic: Communications

▪ Questions:

- What are the Communication Goals?
- How to assess how we are doing?
- What do we expect from Bronlea Mishler, PR and how often should she report (quarterly)?
- Who are our community advocates who can give us a beat on what's happening in certain communities?
- How to manage Levy communication and education with an ongoing strategy?

A discussion of the following:

- Goals for communication committee
 - To be transparent and to inform
 - Conduct Evaluations of Communications Strategy—establish Quarterly review.
 - Produce a Calendar of items to cover- Bronlea Mishler, PR, has a framework that just needs to be filled in.
- Challenges: measuring effectiveness of communication strategies.
 - One area is to look at demographics for our social media and our website.
 - We know how many people look at our social content.
 - Facebook can give extremely specific data. 85% of the people interacting are local. Outliers are likely people who have second homes on the island. The population of

the island is approx. 17K. Probably hitting between 75-80% of population. 7500 on Nextdoor. 12-13K on Website and socials.

- *How do we balance what we want to know with what we want people to know?*
- We talk to the people taking the calls and getting the info emails to proactively reach out to people and provide them with the kinds of answers they are looking for.
- **Methods of Communication**
 - Socials
 - Newspaper
 - Events-need for a new Community outreach lead when Cpt. Schweiger retires.
 - Camano Center Newsletter
 - Website
 - Crab Cracker
 - If we want to do it monthly there needs to be topics
 - Article in crab cracker and on our website and then in addition boilerplate language about how we're happy to come and speak to various groups.
 - Need to establish 12 topics for a monthly article and then provide an email address people can contact for additional information.
 - Could have seasonal and observational considerations and overarching topics.
 - Crab cracker articles can be assignments for Committee, Commissioners, or others.
 - Proposed community engagement: Communications scavenger hunt to get people engaged.
 - Partnerships: Associations we may want to reach out to and partner with for communication outreach-Homeowners associations, Water Associations, Chamber, CERT.
 - We've captured emails from folks on committees. We could reach out to them quarterly to find out what is going on and keep them engaged. One way to keep people involved is to give them info that they feel is personalized for them. Keep it special. Potential succession planning for Commissioners.
 - Key success is partnership with Flames.
- **Levy Communication**
 - Presentation with key communication topics is nearly complete. Answers to frequent questions and will be distributed so we have intention when we speak.
 - **Long term strategy:**
 - Develop an ongoing plan that would keep the community in the loop. Document what we have done and then try to evaluate the better ways to communicate so that next year you don't have to repeat. You build the framework to message regularly every year. Finance. Levy. Education.
 - Long term utilization of Loomis and Assoc on retainer in an alternating schedule with Fire/EMS levy and have internal PR on lead during the non-levy years. Recurring topics that Bronlea drives with Levy messaging from Liz Loomis

Proposal: Build a 3-year rolling plan. Communications committee meets in the Fall, sets plan for next year. And Bronlea fills in the details. Midyear comm workshop to touch base. Gives board oversight and visibility of the plan.

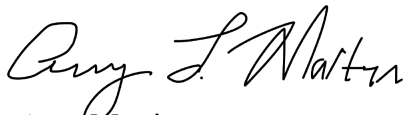
The Fall Communications Meeting as proposed above is set for November 20th at 1 pm. Chief and Bronlea will do prework.

ANNOUNCEMENTS

- ✓ Next Commissioner Meeting Monday, May 8th, 2023, 4:30 PM, in-person/virtual Admin Bldg.

There being no further business, Commissioner Yadon moved to adjourn the meeting at 5:31 PM.

Respectfully submitted,



Amy Martin
Fire Board Secretary