



9-1-1 Public Educators of Texas (PETS) Meeting
Austin Marriott South
January 22, 2008

The meeting was called to order by the PETS President, Patti Davis. The attendees were:

Borunda, Armida	Rio Grande COG
Bridges, Cindy	Central Texas COG
Burger, Donna	Golden Crescent Regional Planning Commission
Caldera, Patricia	El Paso County 9-1-1 District
Canney-Goldspink, Cami	Alamo Area COG
Crittenden, Gail	South Plains Association of Governments
Davis, Patti	West Central Texas COG
Decker, Sherry	North Central Texas COG
Eskew, Christie	North Central Texas COG
Gonzalez, Robert	Commission on State Emergency Communications
Grahmann, Jamie	Golden Crescent Regional Planning Commission
Hardee, Cindy	Midland 9-1-1 Emergency Communications District
Koch, Vereda	Wichita-Wilbarger 9-1-1 District
Mahood, Jim	Houston-Galveston Area Council
Malone, Charlesetta	Deep East Texas Council of Governments
Moya, Dorina	Lower Rio Grande Valley Development Council
Pacheco, Cori	Lower Rio Grande Valley Development Council
Pena, Christina	City of Laredo
Randall, Fran	Alamo Area COG
Rodriguez, Susan	City of Plano
Sciba, Lesley	Golden Crescent Regional Planning Commission
Shelley, Peggy	Texoma COG
Trocchio, Darla	McLennan County 9-1-1 District
Wilson, Renee	Potter Randall 9-1-1 District

Introductions & Welcomes were done with each attendee also providing their city/county slogan/logo:

Patti Davis: Abilene - The Friendly Frontier. Handouts were distributed

Charlesetta Malone: Jasper, "Jewel of the Forest"

Patricia Caldera: El Paso – "The Sun City"

Cindy Hardee: Midland, "We're the Tall City"

Dorina Moya: Edinburg is the home of the Texas Roadrunners Baseball team

Cori Pacheco: Home of the Grapefruit - a \$1 million citrus industry. She brought grapefruits for everyone.

Gail Crittenden: Lubbock – Old Mill trade days

Armida Borunda: El Paso - "What is going on in El Paso – Just step outside"

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Peggy Shelley: Sherman – The city of Dennison, founded in 1872, is less than 10 minutes from the Oklahoma border. It is the birthplace of Dwight D. Eisenhower and was the connecting point for major rail lines in the 1800's and served as a connection to the Indian territories.

Cindy Bridges: Belton is located between Temple and Austin. It has the oldest university in Texas – Mary Hardin Baylor. It was the home of Texas' first female governor and it has the largest military post in the country.

Robert Gonzalez: Austin is the "Live Music Capital of the World" with over 200 different music bands performing in the city. It is surrounded by 3 lakes.

Vereda Koch: Wichita Falls – Highway Park is the "Town of Green Living." She described it as a sanctuary.

Renee Wilson: Amarillo is the Heart of the Panhandle." (It is literally geometrically shaped)

Sherry Decker: Fort Worth, "Longhorns"

Christie Eskew: She was originally from Gary, Indiana, "Steel mills"

Fran Randall: She's from Forestville, "Peanut festival."

Cami Canney Goldspink– San Antonio. None provided

Jim Mahood: Wharton. Jim stated that the Tee Pee Motel was built in Wharton in the 1950's. The motel literally looked like tee pees. A mechanic won the lottery and purchased the motel and spent \$2 million renovating it.

Christina Pena: Laredo – "The Gateway to Mexico." 1855

Darla Trocchio: Waco – no motto. The Citizens Police Academy slogan is "Bridging the Gap." Waco is known for the Dr. Pepper museum started in 1885. Dr. Pepper was actually created by a pharmacist who started playing around with different smells and tastes. It was home to the Branch Davidians which began in 1935. David Koresh (born Vernon Howell) became the leader in 1990.

Donna Burger: No slogan

Susan Rodriguez: Plano. The city department's is the "City of Excellence." They like to do things well and try to be ahead of the game. Plano is a bedroom community north of Dallas which began as a farming community and now has over 260,000 people. It is corporate headquarters for Frito Lay, JCPenney, and home of the Plano balloon festival.

Lesley Sciba – no slogan

Jamie Grahmann – no slogan

Approval of Minutes (Patti Davis)

Patti asked the group to review the minutes previously sent out via email by Cindy Bridges. She asked for any changes to meeting minutes. There were no changes. Susan motioned to accept the minutes, seconded by Renee. The motion passes and the minutes are accepted as written.

Approval of Treasurer's Report – (given by Patti Davis for Beth. English)

Beth has opened an account on behalf of the PETS group at Southside Bank in Longview. She got the PET group a debit card so items could be ordered online or the phone. A question was asked as to whether Beth has access and control to Quicken? Patti will follow-up with Beth on this. A copy of the treasurer's report will be included with the minutes.

Erasing Data from Old Cell Phones – (Charlesetta Malone)

Charlesetta discussed an article she read online from the Austin American-Statesman about removing data from your cell phone before donating it. Since people donate their old cell phones to various donate a phone programs throughout the country, it is important to not only terminate the service for the phone, but also to completely erase all the data on the phone. Data that remains on the phone and can be erased includes voice mail, text messages, phone book, call lists, voice memos, camera pictures, videos, voice activated dials, wall paper information, banner information, calendar/organizer, email addresses, and downloaded media – games, ring tones, software. This is data that most people don't want others to have accessibility to.

To erase the data on your phone, visit www.recellular.com/recycling/data_eraser to download model-specific, step-by-step instructions. The Data Eraser guide gives you all the information needed to remove the personal information from your cell phone. Charlesetta passed around a copy of the data erasing guide for a Motorola RAZR V3. This website does not guarantee that all personal information will be removed, but they also encourage consumers to participate in a program that guarantees the erasing of all information from your phone prior to reuse. For more information, you can visit www.wirelessrecycling.com.

Charlesetta provided brief information on finding a cell phone donation box in their respective areas. She also discussed recycling cell phones with the Wireless Recycling Network. This network has over 2,000 organizations that collect and recycle phones to support various charitable programs around the world. Some of the participating organizations include:

- ◆ AT&T Support for the Troops
- ◆ Verizon Wireless' HopeLine Phone Recycling
- ◆ Sprint Project Connect
- ◆ Virgin Mobile Mobile's RE*Generation
- ◆ Best Buy Recycling
- ◆ March of Dimes
- ◆ CTIA Wireless Foundation's Call To Protect
- ◆ Phones for Food
- ◆ Recycle for Victory
- ◆ Keep America Beautiful "Wipe Out Wireless Waste"
- ◆ International Myeloma Foundation
- ◆ The NephCure Foundation
- ◆ Motorola Race to Recycle School Fundraiser

For further information about any of the partner programs or for more information, visit the [reccellular.com](http://www.recellular.com) website address provided.

Vereda stated she had an upcoming event coming up in February and wanted to contact the Austin American-Statesman so she could publish this brief article along with Annetta Glass's email, sent out to the PET group on January 7, 2008, at 10:54 a.m., and distribute as flyers. She did contact Annetta for her permission to use.

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Cindy is in the process of creating a brochure to inform the public to erase before you donate as well as finishing a brochure on Can We Find You In An Emergency. She will share her brochures with the group once completed.

Charlesetta gave a brief reminder that analog services for cellular phones will be discontinued on February 18, 2008. This notice was given by the Federal Communications Commission (FCC) on September 26, 2007. For those who are unsure if they have analog service, can contact their wireless service provider. The notice can be found at the FCC's website:

www.fcc.gov/cgb/consumerfacts/analogcellphone.html. There were no more questions or comments on this subject.

PETS' Website Update: (given by Committee members for Sonya Clauson)

Sonya Clauson was not in attendance, so Cindy Bridges, Vereda Koch, and Susan Rodriguez gave a brief overview of the transitions being made with updating the website. Cindy accessed the website (www.911pets.org) on her laptop to show the group the updated site. The website is brighter and more interactive. The website will include photos with PETS in action at various public education events throughout the state of Texas. It will include information on upcoming meetings, registration information, agenda, and the minutes of each meeting. The minutes will be detailed, but will be exclusive of the financial report. It will include a listing of the current PETS' officers with a photo and email link. It will include a listing of the PETS' committees and their duties. A request for resource manuals can be made by simply clicking on the respective link and the resource committee chair will receive the request. All general information will be sent to Charlesetta. The website will also include a current projects toolbar with links available.

A member noted that the website included a picture of a rotary phone. Susan commented that this was not the only phone picture available. The pictures will change to different phones each time it is refreshed. Patti Davis stated that Sonya advised her that the website will be a flexible, fluid site. Changes will be made monthly as needed. The website does not require logging in or registering in order to access the information.

Patti Davis suggested that we need to have a webmaster communications liaison – so only one person can authorize changes to the website. She asked if the group wanted to appoint a website chair person? The group agreed and asked for a volunteer for this position. Vereda stated that she would accept this responsibility, since the webmaster - *Brad Wetherbee of Wetherbeeweb Design*, lives in Wichita Falls and she can easily contact him. The PET group was very pleased with the new look of the website and wanted to thank Brad for a job well done. Patti stated that website committee also did an outstanding job and they represented the PET group very well. As the website continues to be updated, please let the website committee members know what you like and don't like. As a final note, she stated that if any member had pictures of any public education events they want to include on the website, to send them to Sonya, Cindy B., Susan, or Vereda.

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Meeting Location(s) – (Patti Davis.)

Patti began by thanking Vereda for securing the Frontiers of Flight Museum in Dallas for the next PETS meeting on Tuesday, May 20, 2008. After this discussion, the group will decide if the next meeting will be in Dallas. The 9-1-1 Trainer's of Texas will host their quarterly meeting at the Museum on February 13, 2008. Vereda stated that it was a very nice place and the volunteers at the Museum were very helpful and welcoming. She spoke to the Manager and he stated that they (Museum and staff) would be happy to have the group back. Patti again thanked Vereda for setting up the May meeting. Patti asked the group their thoughts or ideas about the meeting location.

Patti stated that Sheryl Dobbs from Corpus Christi PD offered to set up a meeting if the group was interested in hosting a meeting in Corpus. They have a big airport and the meeting could be held at the airport. Also, Patti advised that Sonya Clauson has offered her office facilities in Houston in which to host a meeting.

A suggestion was made to host a meeting in Dallas at the DFW training facility's Public Safety Communications building. It's on the DFW property, but it's away from the terminal. It is a nice room with stadium style seating with media hook up. It's free of charge.

Lesley Sciba stated that Victoria has an airport and their COG is on the grounds. You can fly-in from Houston to Victoria.

Sherry Decker offered her office in Arlington at the North Central Texas COG

Fran Randall stated that the Alamo Area COG is not far from airport and can be reached by taking a shuttle or taxi. A room would be available if reserved well in advance.

Armida asked about the cost of the various facilities. Renee stated that the food cost was approximately \$500 to \$600 depending upon the caterer. The upstairs conference room at Dallas Love Field was \$250. After Vereda spoke with the Manager at the Frontiers of Flight Museum, he has stated that he will allow the PET group to meet there for the same price. The PET group initially wanted to meet the new Frontiers of Flight Museum, but the original cost to meet there was too expensive. There is no charge for meetings at the various COGs. There is no charge to meet at the police department in Corpus. We will have to find out from Sheryl Dobbs if there is cost to have a meeting at the Corpus airport.

Armida asked how many people are usually in attendance at the meetings? Patti stated that at the last meeting at Dallas Love Field there were approximately 35 to 40 people. She stated that we are missing about 5 to 6 of our usual PET members because they are attending the TDC/ODC conference. At the August 2007 meeting in San Antonio, there were about 46 people since the meeting was in conjunction with the TENA/CSEC annual conference.

Susan asked how are people getting to meetings? The response was some fly in and others drive.

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Peggy asked if we have enough people to offset the cost of food and room charge when we meet in Dallas? Patti stated yes.

Renee asked if meeting in Dallas prevented anybody from attending. Lesley said yes because her boss won't let her fly. Also, if she drove it would be a long drive and the hotel cost was not a feasible expense for her boss. Renee stated that her boss was not happy with having the meeting in Austin, but allowed her to attend anyway. She stated that because of the change in venue for this meeting that she won't arrive in her region until 10pm. She stated that it's hard for everybody.

Robert stated that the meetings should be as accessible as possible. The PETS have one meeting with TENA/CSEC conference in August, which will be in Austin this year. After this year, the TENA/CSEC conference won't be in Austin again until 2012. He emphasized that we were having this discussion because the venue was changed for this meeting location only. He was happy to see Christina Pena in attendance. She stated that she was able to attend the meeting because it was held in Austin. He also stated that Sheryl with Corpus Christi PD would have been in attendance at this meeting as well since it was in Austin; however, last minute circumstances prevented her from attending. Robert suggested that maybe we have one meeting outside of Dallas, keep the meeting with the conference, and have the other two meetings in Dallas.

Sherry Decker stated that as a result of all the conversations held and emails sent out about this issue, the Texas 9-1-1 Trainer's (TNT) sent a survey out to its members about the current meeting location in Dallas and the feasibility of having meetings in another location. Sherry emphasized that not everyone will complete the survey, and for those who will that they should take into consideration time, budget, convenience, and their level of commitment to the group. The survey questions were as follows:

1. How many TNT meetings have you attended in the past year?*

2. What maximum cost would your, or your agency; consider reasonable for meeting registration?*

\$25

\$30

\$35

3. Which of the following items do you consider when deciding whether to attend a TNT meeting?*

1 – Do not consider; 2 – Might consider; 3 – Definitely consider; 4 – No opinion

	1	2	3	4
Location is within driving distance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Location is reached by a direct flight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Location is reached by a flight with one stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location does not requires a cab/shuttle ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location does not require an overnight stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location has adequate meeting facilities in terms of seating, lighting and restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location has facilities that support multi-media presentations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location has adequate catering choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please tell us how you feel about the following statements.*

1 – Strongly disagree; 2 – Somewhat agree; 3 – Definitely agree; 4 – No opinion

	1	2	3	4
I would like to keep three meetings meetings a year in Dallas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to move meeting locations around the State	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to keep the TNT and PETS meetings on consecutive days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. If we host meetings around the State according to each TX-NENA District (North, South, East, Central, Panhandle and West), how many meetings would you likely attend, if they were hosted in the following areas/cities:*

	1	2	3	4
North – DFW, Love Field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
South – Corpus Christi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
East – Houston	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Central – San Antonio, Austin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Panhandle – Lubbock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
West – El Paso	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Provide comments here.

Sherry stated the purpose of the survey is to get input from the TNT members as well as see if changing meeting locations will benefit the TNT group as a whole. The survey will stay on the North Central Texas COG website for approximately three weeks. If anyone is interested in looking at the survey, type in link:

<http://surveys.nctcog.org/TakeSurvey.asp?SurveyID=3L236440591KG>. Also, Patti Davis had a printed copy of the survey that she passed around. Sherry stated that the survey is designed to collectively take a percentage of all the responses. She will prepare a spreadsheet of all the results and comments and a copy will be provided to the TNT members at their February 13th meeting in Dallas.

Patti asked Cindy B. if the PET group had done a survey. She stated yes. A survey for a change of venue was sent out because of a discussion during the January 2007 meeting about changing venue. Cindy sent an email to all PET members on April 5, 2007 and each member had until April 25, 2007 to respond. Cindy calculated the results and the majority of the votes were from the northern region. The results of the survey can be found in the May 22, 2007 meeting minutes. Vereda expressed that in completing any type of survey that there should be only be one vote from one agency. Because large COGs and districts may have more than one person doing public education activities while smaller agencies may have only one person, this could result in the votes being obscured. This also spills over into voting for PET officer positions. She used the North Central Texas COG as an example: Christy Williams is a public educator and also has a public educator in her office. She needs to tell that person how she wants to vote. Vereda emphasized only one vote per agency. It would not be fair.

Vereda stated that the intent of her email sent out on December 6, 2007, was not to stir up a hornet’s net. She apologized to Patti and the group if she had created any chaos. The group means a lot to her. Dallas was chosen by the initial PET group many years ago because it was centrally located in Texas and because people fly into Dallas and Houston for connecting flights. Vereda remembers the beginning when there was no budget; they had to bring food in on the plane, and had to walk from various parking distances. She stated the group has grown and changed tremendously – which was wonderful. Renee stated that this was her 16th year and that in growth you have to take all the options available and put them together to come up with a feasible concept. Being a member of the PET group has been a sometimes hard, but wonderful learning curve which has provided us an opportunity to grow and do things for 9-1-1.

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Patti stated that this was a very cohesive group. We are unique and we're not afraid to share ideas or opinions. We have established a format in which we can do that. Renee asked if there was anything we can do to help those who want to be in attendance? Patti responded no because the biggest hurdle for some members was budget constraints.

Peggy asked Robert about video conferencing for the meeting. He stated that video conference was set up in his agency. If the meetings can't take place south/north of Dallas, then two meetings can be set up where one can be located in Austin and the other can continue as is in Dallas. Videoconferencing was also available in Dallas at a nearby site located at the Harry Hines intersection. Robert noted that he had not visited these sites, but he can research and explore this option as a future possibility.

Peggy asked Lesley if she had done a cost comparison on flying versus driving since her Executive Director would not let her attend in Dallas? Lesley gave a brief overview of the costs, and either way it was still not feasible for her. Peggy emphasized that no one place is going to work for all the members. The PETS' objective is to reach people and to share information. The logical solution to be flexible and consider moving one more meeting across the state to reach out to others. Some are fortunate to attend and others can't.

Renee stated that the TNT group wanted to meet in conjunction with the PET group because some PETS members are also members of the TNT group. Susan stated that it's much easier to book one trip, rather than two. It's also more cost-effective for those who drive-in because they only have to drive once to attend both meetings. Cori stated that she liked having the meetings back to back instead of separate days and different locations. Robert asked how many people stay overnight from the TNT meeting to attend the PET meeting? There were several responses. Sherry stated for the TNT group that people from all over the state were in attendance at their meetings.

Patti asked for a motion to have the May meeting at the Frontiers of Flight Museum in Dallas. Fran made a motion, seconded by Vereda. All were in favor. She asked Vereda to call the Frontiers of Flight Museum and confirm that the PET group will be meeting there in May. Patti asked for volunteers to host the May meeting. Renee and Christie volunteered to host the meeting.

CSEC Report – (Robert Gonzalez)

Robert stated that the fall orders should have been received by everyone. He has tried to expedite the process to get the materials to everyone as promptly as possible. He handles ordering approximately 40-50 products with various vendors. In the near future, he hopes to access the availability of products with his warehouse online. He urged everyone to open up all their boxes and make sure that all of their materials were inside by comparing their packing slip and invoice. The invoice should have been received prior to receiving the materials. He has a new warehouse and all materials from the current warehouse Liant will be transitioned to Mag Rabbit. As far as shipping was concerned, he would continue to use each individual agency's UPS or Fed EX account numbers. During this order period, some people discovered that their account with Fed EX and UPS were no longer active. For those who had this issue, he shipped

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their public education orders using the CSEC UPS account. He asked for everyone to please check their accounts to alleviate any future problems.

Spring public education orders will take place March 31 – April 4, 2008. Orders can be placed online at that time. No new items were included on the catalog for the Spring order. At the last meeting, it was suggested to include in the fall catalog, keyboard calendar strips. Renee stated this would be statewide effort and it would reach all audiences. She suggested to either put the PETS logo or Cell Phone Sally on the strips. The strips are a very popular item and can be placed in various places.

Robert stated that Cell Phone Sally and Red E. Fox t-shirts will be in the catalog for the upcoming order period, as well as crayons. New pencils may be available, mood pencils may be available. Robert asked if the group wanted a new pencil design, possibly 4 colors since the design has been the same for a few years and a few people were having issues with the mood pencils changing colors. There was an overall census for a new design. Robert said that some items had to be ordered overseas in order to get a good price, such as the crayons. Patti asked if the items ordered overseas were checked for lead paint? Robert stated that he will test the crayons for lead and if found, they will not be distributed to the PETS or the public. He asked for questions or comments and this was the end of the CSEC Report.

PET Shirts/Polos Order – (Patti Davis)

Patti has done some research for new shirts for the group. She passed around a few pages of different shirt designs and asked each member group to select a design they liked best. The most popular design chosen by the group will be selected and an email will be forwarded to the group to order and have for the May meeting. The cost for the shirt will be approximately \$25 to \$30.

Statewide PSA Media Campaign - (Robert Gonzalez)

Robert thanked everyone who contributed to the campaign to make it successful. The TV and radio stations dedicated their commitments to airing the four public education messages. The campaign unofficially started at the end of November, a few days prior to its original start date of December 1, 2007. The campaign will air throughout the state until March 12, 2008. The holidays disrupted the airing schedule. Robert provided the group with a compiled tracking report for the months of November and December 2007 only. A copy of this report will be included with the minutes. He stated a new report will be issued in February 2008 for the month of January 2008. Please let Robert know if your area was not included. Please do not contact your local radio/TV stations if the message has not aired in your area. The TAB would rather deal directly with the stations rather than with others. He will contact the Texas Association of Broadcasters (TAB) directly and they will use their resources to increase air time. Currently, the PSA campaign has received **\$800,000** of airtime response.

Robert explained what a commitment was to the group. A commitment is the station's submitted intentions to air the announcements. The media stations fill out a form and send it to TAB and indicate which months they will air the message and how much time will be dedicated to air the messages. TAB uses the commitment information to show how much time is allotted for each month. Robert said that commitments will continue to be received by TAB even after the spot

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has aired. Not all stations complete the form. TAB has advised Robert that they are 2/3 of the way in getting all of the air spots committed. By the end of the PSA campaign, the monetary value of the messages will exceed over **\$1,000,000 dollars**.

Peggy asked if she needed to wait until February since two of her counties only get local channels and she has not seen or heard the message yet? Robert asked her to hold on. Robert stated that more airtime for the PSA campaign will be purchased for an additional month for the period of March 12, 2008 until April 13, 2008. Sherry stated the additional month of airtime will be great since April has been declared as National 9-1-1 Awareness Month.

Cell Phone Sally DVD Update – (Robert Gonzalez)

Robert stated that the CSEC is working with the Public Safety Foundation of America (PSFA) to write and submit a grant for this project. There should be something in writing by the early part of February or March. Patti asked the status of the Cell Phone Sally trademark? Robert advised that he has all the paperwork and documentation needed for Cell Phone Sally. At this time, the DVD script has not been submitted to the US Patents nor have actual rights been granted to us. Patti advised that Beth English was representing the PETS group at the TDC/ODC conference. She was going to provide some information about Cell Phone Sally, but took it off the roster, so as to not provide it for others to use. Robert stated that Cell Phone Sally cannot be used on other parties' specialty items. Patti asked for additional questions or comments. There were none and she thanked Robert for his update.

Non-Agenda Item – (Patti Davis)

Patti received an email from Beth which stated that the description of the treasurer needed to be changed and put in the minutes. The description of the treasurer on the website is:

The treasurer shall pay for expenses from their personal check and be reimbursed.

Since Beth has obtained a debit card for the group's expenses, the wording needs to be changed to reflect that expenses will be paid out of the PETS funds and/or debit card. Patti asked for a motion to revise the treasurer's description. Sherry motioned and Renee seconded. All were in favor. Motion passed.

TDC/ODC Conference and NENA Conference Booth/National PET Meeting– (Patti Davis)

Christy Williams from NCTCOG has helped us to get a booth at the NENA conference in Tampa Bay, Florida in June. The cost of the booth is \$2,400 and we got it for free. The booth will be a public education group under the auspices of NENA instead of a PETS booth. At the national conference, we will help facilitate the creation of public education groups in other states. Susan Rodriguez will present a session on how to form a group. There will also be a national public education forum group. There may possibly be a meeting at the National Conference or a teleconferencing meeting, so we can help mentor other states in beginning a group. Lesley asked if we could bring our own items for the booth? Patti said yes.

Christy advised Patti that the PETS should come up with a theme and decorations. Patti suggested koozies, shaped like a boot, that she received from Abilene's Convention and Visitor's

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Bureau. Renee volunteered a platter with a cowboy boot theme to fill up, decorate with some goodies and give away as a door prize. Susan suggested that we have grass skirts, palm trees, and Hawaiian Luai items which are available from NCTCOG. We would have to get permission to use from Sherry. A proposed public education slogan could be “Kick it up a notch.” For those who may be attending the conference in Tampa Bay, Patti has a sign up sheet available for anyone who would like to volunteer to set up, decorate, and man the booth. Those who volunteered were Cami, Cindy B., and Fran in addition to the current committee. Patti also suggested finding a vendor to sponsor some give away items. A corporate sponsor could have their logo placed on the public education materials.

TENA Conference Booth – (Patti Davis)

Patti asked if the group wanted to have another booth at this year’s TENA conference in Austin? The group said yes. Patti asked for a motion to approach the TENA board and ask for space at the conference. Cindy B. motioned, Susan seconded. All were in favor. Motion passed. Vereda stated that we need to plan ahead so the displays won’t fall off. If someone wanted to provide pictures of public education events in their areas, she has a laminating machine and the Velcro stick that will adhere to the back drop. Also, pictures were available on the PET website. Patti asked for volunteers. Volunteers were Vereda, Renee, Cindy B., and Susan with Vereda serving as chair for this project.

Vereda asked if back drops were available? Cindy Bridges stated that she has them and will bring them to the conference in Austin. Patti has pictures on CD that she will send those to Vereda. Door prizes will be given away and Patti offered to bring a blanket she purchased for her dispatchers to give away as a door prize.

Committee Break-outs (Committee Chairs)

Patti gave a brief description of each of the committees and their respective chair person. Each member selected a group to participate in.

Mentoring chaired by Sonya Clauson. In Sonya’s absence, Susan presided as the chair. This committee works with new public educators and pairs each individual with a public education veteran.

Public Information chaired by Willima Banner. This committee collects information in the media, pertaining to 9-1-1

Resource chaired by Cindy Bridges. She maintains the public education resource catalog and resource information forms. All resource forms should include a photo of the item purchased. The resource form is scanned and placed on a CD. Peggy asked if the form was available as a PDF or Word document. Cindy stated yes.

TC Recognition chaired by Patty Cross. In Patty’s absence, Charlesetta presided as the chair. This committee comes up various ideas and methods on recognizing telecommunicators.

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Historian position - This will be a collect as you go process. Information that will be gathered includes pictures, newspaper clippings, minutes - since the inception of the PET group and other items.

Committee Reports (Committee Chairs)

- **Mentoring committee:** Susan Rodriguez advised that we had two new people. Christie Eskew with North Central Texas COG will spend time with Susan and Patty Cross. Cami Goldspink with Alamo Area COG will spend time with Cindy Bridges. Christina Pena with the City of Laredo will be resigning and a replacement has yet to be found. Hopefully, a new public educator from Laredo will attend the May meeting and then a mentor will be found for that person. There was just a general discussion about public education and how to increase awareness.
- No report was provided for the Public Information committee.
- **Resource committee:** Cindy Bridges discussed the cell phone charms from a previous meeting. Robert will have pocket folders that Robert will have embossed with Red E. Fox's face. Cindy is in the process of creating a mailer brochure with the message – *Can We Find You In An Emergency?* This brochure will be placed in the public education catalog. What about washable crayons? A suggestion was made to Robert to change the litter bags from Help Us Help You to a Cell Phone Sally logo and make them bigger, so they can be used at trade shows, fair, community events. The group agreed. Renee stated that if both bags can be offered, than that's great. Robert stated that he was also looking at glow in the dark erasers and will do research on stress balls. What was a reasonable price for an awesome product? It was stated a price of about \$2.00 and anything higher would be too expensive.

Cindy B. was working on getting some new senior citizen items. Sherry met with her TAG team and they liked the pill boxes, but they wanted pill cutters, emery boards, magnifying book markers, and wallet-size emergency information card EMS personnel to easily access.

Cindy stated that the flip book album used for the resource manual may be changing. Her Director thinks that she wants to use it personally, since she an avid scrapbooker. She will research various software to make sure the format is comparable to the album the group already has. Jamie asked if there was a certain month the updated resource CD comes out? Patti said the first CD was given out at the conference in August. Vereda stated that when a resource form is provided to the group on various items, that as a courtesy to the PET member, to please contact that individual for permission to use a different vendor. Vereda also suggested that if you work with difficult vendor, then please don't put it in the resource manual.

TC Recognition committee: Charlesetta stated their group discussed different ideas and events that others had done. Susan stated to apply for grants. Cindy B. and Susan stated that Wal-Mart distributed grants money to non-profit agencies for various projects, but

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you have to submit your application early because the monies are given out at the first of the month. You can either go to Wal-Mart and ask for a Safe Neighborhood Hero Grant form or check their website (www.walmart.com). Also, Sam's Club gives out money. Cindy receives \$20 every month by simply just requesting a donation and they send her the money, which she uses for public education. At the end of every month, Cindy prints out a letter and mails it out. Vereda stated that she contacts Wal-Mart and ask them to donate water. In response, they won't donate the water, but they will reduce the price quite a bit, so therefore, the cost is very little to her.

Other members have had dinners donated by the Olive Garden, Chili's, El Chico, and others. All you have to do is to meet with the manager or owner of various restaurants in your local area, ask for a donation, and usually they are more than happy to donate. Others ideas included donation of movie passes from a local theater, free rentals for local video stores, free bowling passes, and others.

Lesley stated that DuPont donated their club house for her telecommunicators with breakfast and lunch provided. Also, bags were provided and numerous door prizes were given out throughout the day. The door prizes donated by various vendors in her area actually exceeded the number of telecommunicators that attended her event.

Share time – (PET members):

Pattie order a plastic holder, called "Sir HoldzaLot™," which holds blackberries, PDA's, and cell phones. They were around \$1.50 and she ordered about 350. She also purchased a bobble head highlighter with feet for \$1.55. The feet come off. Misty (call her about the vendor's name) She also bought mood pencils. Vereda asked which members had to obtain 3 bids if the cost of an item exceeded \$500.00? There were quite a few who raised their hands.

Susan – nothing new at this time. The City of Plano is partnering with North Central Texas COG, the City of Dallas, Denco Area 9-1-1 District, and Tarrant County for National Telecommunicator's Week in April. These entities will provide a baseball event for their telecommunicators.

Darla - nothing new. She will get in on shirts and tattoos with Cindy B.. She will also have a picnic for her telecommunicator and will rent the Dr. Pepper museum for this event.

Christina – nothing new

Jim Mahood – nothing new

Cami – nothing new. Thanks to Cindy B. for being her mentor.

Fran – AACOG has a Telecommunicator training course coming up. Will send an email about this training. AACOG will host a TDD 4 hour training class from 8am – 12 pm on February 28, 2008. Also, her agency is putting in a backup PSAP using the Patriot with IP capabilities.

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Christie stated that she learned a lot and was excited to learn even more with Patty and Susan. She has a TAG team meeting on February 6, 2008. She will utilize the telecommunicators at their 43 PSAPs to come up with new ideas.

Sherry Decker stated that the telecommunicators are the actual board of the TAG team – which is a little PET group in her area. They brainstorm for logos, items, artwork, and they decide target groups. Christie will take Sherry's place as the public educator, so Sherry can focus solely on training. She wants to do a Cell Phone Sally book cover and asked if anyone else used book covers? Vereda stated that if book covers remain at the end of the school, then they are burned. Peggy stated that she did and also included private schools in her distribution. The students do send thank you letters. Jim stated that students usually turn the book covers inside out so you can't see the logo or the message. Sherry will send her graphic work to Robert to review. Sherry encountered a few problems this year with Walraven, something she had not experienced in the past. The private school that actually won the book cover contest, nor her agency received a box of book covers. She was contacted about ordering book covers again by Walraven. She was not interested because of not receiving her previous order. What about stretchy book covers? Possibly, but the book covers could be expensive.

Robert stated, as a reminder, that he needed to review and approve how Red E. Fox or Cell Phone Sally would be used prior to using on any promotional item. He jokingly stated that he is the Red E. Fox and Cell Phone Sally police. CSEC has a contract with 9-1-1 For Kids, and they are obligated to ensure that they are being protected and used appropriately.

Renee stated her agency will put in a back up PSAP and move the fire department into Amarillo PD on February 19, 2008. She's back into mapping and GIS.

Vereda is doing a Cell Phone Sally puzzle. Just FYI: All PSAPs still need to have a standalone TTY – accessible, plugged in, and ready to use according to the Americans with Disabilities Act (ADA) and enforced by the Department of Justice, you must have one.

Robert stated that Dawn Adams with CAPCOG left samples of what she's was working on. He distributed plastic sun visors with the slogan, "*The Future is Bright*"; Koozies with the slogan – "*Keep Your Cool when Calling 9-1-1*"; Post-it Flags and highlighter; sunscreen, and a CAPCOG 9-1-1 Calendar. A resource form should be sent to Cindy Bridges.

Cindy B. did not bring any items to the meeting. She will order a one color imprint baseball jersey shirt for TC week. The price should be about \$5.00. She will send out an email for those interested in getting shirts. She will also send out the artwork and pricing for her Can We Find You In An Emergency? brochure.

Peggy – nothing to share

Armida – Making a big sock filled with rice to be used as a microwavable heating pad.

Gail – nothing new. Starts working on ESRI when she returns to her office.

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Cori Pacheco – nothing new. She will ask for donations this year from various vendors.

Dorina Mayo - nothing

Jamie Grahmann - nothing

Donna Dugger - nothing

Lesley Sciba – nothing

Cindy Hardee - nothing

Patricia Caldero – Her agency will participate in a telecommunicator's day instead of doing something for 9-1-1 day on September 11th. She will have food and have the students from the local beauty school provide telecommunicators with a chair massage.

Charlesetta had nothing new. She would probably get in on Cindy Bridges's order for the baseball jerseys for TC week.

Other business – (Patti Davis)

Susan stated that anyone on the comic book committee, she needs to see them for a few minutes to provide updated information.

Patti asked for any other business, questions, or comments. There was none. She thanked everyone for coming.

The meeting was adjourned at 3:12 p.m.