



9-1-1 Public Educators of Texas Meeting

Doubletree Hotel – Austin, Texas
August 24, 2008

The meeting was called to order by Patti Davis. Welcome and introductions were done with the following people present:

Alejandro, Vangie	Middle Rio Grande Valley Development Council
Banner-Tunis, Willima	City of Dallas
Barajas, Silbia	Cameron County Emergency Communications District
Boone, Janet	Capital Area Planning Council
Borunda, Armida	Rio Grande Council of Governments
Bridges, Cindy	Central Texas Council of Governments
Burger, Donna	Golden Crescent Regional Planning Commission
Castro, Sergio	Lower Rio Grande Valley Development Council
Cavazos, Mandy	Midland 9-1-1 Emergency Communications District
Chaffin, Tina	City of McKinney
Clauson, Sonya	Greater Harris County 9-1-1 District
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas COG
Ebel, Pat	Henderson County Communications 9-1-1
English, Beth	City of Longview
Eskew, Christie	North Central Texas Council of Governments
Goldspink, Cami	Alamo Area Council of Governments
Gonzales, Robert	Commission on State Emergency Communications
Grahmann, Jamie	Golden Crescent Regional Planning Commission
Hanon, Pattie	East Texas Council of Governments
Howell, Heather	Texoma Council of Governments
Jones, Kevin	Ector County Emergency Communications District
Koch, Vereda	Wichita-Wilbarger 9-1-1 District
Madero, Raul	Lower Rio Grande Valley Development Council
Mahood, Jim	Houston-Galveston Area Council
Malone, Charlesetta	Deep East Texas Council of Governments
Rodriguez, Susan	City of Plano
Seiple, Lydia	Middle Rio Grande Development Council
Shelley Peggy	Texoma Council of Governments
Simmons, Alisa	Tarrant County 9-1-1 District
Ward, Janet	Wichita Falls Police Department

Patti stated prior to lunch that a PETS collectible watch is \$20.00, limited quantity available. Also available were PET shirts for sale.

Approval of Minutes (Patti Davis)

Patti asked if there were any changes to the minutes from the last meeting held on January 22, 2008. There were no comments made or changes suggested. She asked for a motion to approve the minutes. Susan made a motion to approve, Pat Ebel seconded the motion. The minutes were approved.

Treasurer's Report (Beth English)

Beth gave an overview of the PETS' financial status. The monies spent for the luncheon had not been deducted from the current balance, but will be reflected on the next treasurer's report. Beth asked for registration money for today's meeting. She did not have a paper copy of the report, but for those interested in having one to please contact her and she will forward a copy.

Meeting Dates/Hosts for 2009 (Patti Davis)

Patti asked the group if they would like to continue meeting at the new Frontiers of Flight Museum in Dallas at Love Field Airport. The group agreed. The meeting dates for November 2008 and calendar year 2009 were set with the following members serving as meeting hosts.

- ✚ **November 18, 2008**, at the Frontiers of Flight Museum in Dallas.
Pat Ebel and Lydia Seiple will serve as the meeting hosts

- ✚ **January 20, 2009**, at the Frontiers of Flight Museum in Dallas.
Armida Borunda and Cami Goldspink will serve as the meeting hosts.

- ✚ **May 19, 2009**, at the Frontiers of Flight Museum in Dallas.
Christi Eskew and Susan Rodriguez will serve as the meeting hosts.

- ✚ **August 23, 2009**, at the 2009 Texas NENA Annual Conference in Houston, Texas.
The PET Officers will serve as the meeting hosts.

- ✚ **November 17, 2009**, at the Frontiers of Flight Museum in Dallas.
Mandy Cavazos and Patty Cross will serve as the meeting hosts.

Texas-NENA/CSEC Conference Booth (Vereda Koch)

Vereda stated that the PETS will have a booth in the vendor hall, provided free of charge, thanks to Texas NENA. She passed around a signup sheet for volunteers to man the booth during the conference. Patti Davis commented on the success of the PETS booth during the National NENA conference held in June 2008 in Tampa Bay, Florida. Anna Marie with the NENA office has provided the PETS a booth again for next year's conference to be held in Fort Worth. The booth was provided free of charge. The purpose of having the booth during these conferences is to educate administrators, telecommunicators, vendors, and others about the importance of 9-1-1 public education. The vendors listed below donated to the PET booth:

- \$250, Intrado (applied toward magnetic lapel pins)
- 2,500 lip balms from Plant/CML
- 2,500 frisbee rings from Positron/IPC
- Writing pens from Verizon

A big thanks to all our sponsors!

PET Website Report (Vereda Koch)

Vereda informed the group that Mark Payne with DENCO Area 9-1-1 District will serve as the new PETS website administrator, replacing Brad Wetherbee. The PETS Executive Board held a conference call in July and agreed to replace Mr. Wetherbee. He had other obligations which kept him from properly maintaining the website. Mr. Wetherbee was in agreement with the board's decision and now Mark has full control of the website. In the near future, we'll see various changes made to the website, making it look more professional. Vereda stated that she thanked Mr. Wetherbee for his initial efforts in getting the website up and running. She also extended special thanks to Mark for agreeing to maintain the website. In addition to maintaining the PETS website, Mark also maintains the DENCO Area 9-1-1 District and 9-1-1 Trainers of Texas websites.

CSEC Report (Robert Gonzalez)

- ✚ Robert extended thanks to all those who helped get the nominations in for the Telecommunicator Awards. On Wednesday, August 27, 2008, the CSEC and Texas NENA chapter will honor 78 silent heroes, 10 telecommunicators of the year, and a 9-1-1 merit award team comprised of six members.
- ✚ In January, the CSEC initiated a contract to get a new warehouse for public education materials. Unfortunately, the warehouse vendor used did not provide the services they initially offered CSEC, so their contract was terminated. Robert has found another warehouse to store the public education materials for now. He has sent out bid notices to obtain a new warehouse vendor and the process should be complete by October. He asked the PETS to hold off on ordering any CSEC items from the catalog until this process is finished. Also, he thanked the PETS for making their spring order payments in a timely fashion.
- ✚ Cell Phone Sally DVD – The grant writer hired was writing grant applications to obtain funding for a Cell Phone Sally video. This project is estimated to cost between \$200,000 - \$300,000. Robert explained that the entire grant process takes time to complete, but we may have all the funding needed by late spring 2009. Patti stated that we need to think of our role in this project. Does the PET group want to give CSEC the creative rights to the DVD in order to be able to quickly make decisions without having to consult the group each time something needs to be changed; such as the selection of eye color, music, format, etc. This would allow the process to move forward without the necessity of waiting for the next PET meeting in order to obtain a consensus. The PETS/CSEC will initiate some sort of MOU/contract to distinctly define our respective roles in this project. This will also give CSEC and the PETs creative committee the power to make the necessary decisions to proceed with the project. The creative committee members are Patti D., Susan, Robert, Patty C., Cindy B., Vereda, and Sonya. Patti Davis asked for a motion to allow Robert on behalf of CSEC and the Cell Phone Sally DVD committee members to make the final decisions regarding the continued production of this project. Willima made a motion, seconded by Beth. All were in favor.
- ✚ Robert also advised that he is working on gathering the \$80,000 in funds needed to run the Statewide Media Campaign again. Grant applications are being submitted for this project; however, if we don't get the full amount requested, then he will contact all of the COGs, Home Rule Cities, and Districts again to obtain the remaining funds needed. We may have the funding needed by late spring 2009. Robert stated that the PETS group was the applicant for grant funding, but could not apply for the funds requiring a 501(c)3 status. The PETs are not a formally recognized 501(c)3 entity. CSEC agreed to accept the responsibility this time; however, for future projects the PETs may have to formalize and apply for 501(c)3 status. Craig Bean with the Texas Association of Broadcasters (TAB) will provide more in-depth details about the statewide media campaign during the TENA conference. Robert provided copies of the broadcast quality tapes of the PSA. **He strongly emphasized to NOT pay for the airtime to play the messages – paying for the spots will invalidate our agreement with TAB.**

501(c)3 Non-Profit Status (Susan Rodriguez)

Susan stated that she is researching the feasibility of the PETs applying for this status. There is a tremendous amount of paperwork involved and it is very time-consuming. It will also require the PETs to submit an annual tax report to the IRS. Susan stated that we can do this, but during this process an attorney would have to be consulted to review various forms and essential documentation. A question was posed to see if CSEC could provide the PETs with legal consultation during this process. Robert checked with CSEC and was advised that it was best that the PETs and CSEC remain two separate entities. At this time, the PETs group is not a formally recognized group and it has no official status. If the group does obtain a 501(c)3 status, then this would officially formalize the group. Patti stated that we did not have a big budget to work with and could not afford to hire an attorney for this project. She asked for suggestions on obtaining legal advice. Patty Cross suggested that we contact the Small Business Administration, which has an association of retired business owners who may be willing to provide us with assistance. Cami advised that she has family members who are attorneys, and she would consult with them to see if they could provide some assistance. Vereda stated that she would like to make a motion to proceed and apply for 501(c)3 status. Patty Cross seconded the motion. Before the group voted, Kevin stated that this was a major step and we should really rethink our position and overall purpose. If 501(c)3 status is obtained, this would change the overall composition of the group to a corporate status, which will require an extensive amount of changes on our part. He did not agree to applying for 501(c)3 status. Because of the comments from some other members, Vereda amended her motion and stated that the PETs group should proceed to explore the possibility of the PETs becoming a not-for-profit organization. Patty Cross seconded the motion. All were in favor. Susan asked for volunteers to serve on a committee with her for this project – volunteers were Cami, Heather, Christi, and Charlesetta. An update would be provided at the next PETs meeting in November.

2009 NENA Conference Booth, 2009 APCO Conference Booth (Patti Davis)

Patti stated that the PETS will have a booth again for the National NENA Conference, which will be held in Fort Worth in June 2009. She asked for volunteers to help set up, decorate, request donations/materials, and man the booth. Volunteers included: Cindy, Vereda, Christi Eskew, Susan, Patti Davis, and Charlesetta. Christi will chair this committee.

Patti stated that a request was made by APCO representatives to possibly set up a PETs booth at the National APCO conference. Comments were made that APCO has an extremely large group and if we're trying to reach out, then it's feasible. APCO also has a lot more dispatchers who attend their conferences. There is a need for public education and she received a lot of positive feedback about the booth. A question was posed as to how many people actually attend the APCO conference? There were only about 4 to 5 people who attend. Kevin stated that there were hundreds of vendors for the APCO conference; however, because of the limited amount of people available to attend, then there would be no way for only the few people to man the booth and fully participate in the conference. The 2009 APCO Conference will be held in Las Vegas in 2009. He suggested that the PETS could possibly set up a booth at the APCO Conference, which will be held in Houston in 2010. The group agreed to approach this issue at a later date.

NENA Committee Projects Report (Sonya Clauson)

Sonya stated that the NENA Public Education and Training group were trying to recruit more members. The 9-1-1 Public Education Forum held during the NENA conference in June was a huge success and has generated more interest from other parties. There are various working groups within the NENA committee working on numerous projects. One of the projects included the Ford Sync/9-1-1 Assist. This is a new product which will be available on Ford vehicles. A training package is being developed for distribution to the PSAPs. The CD/DVD will contain animated graphics, an outline, demonstrate the various devices calling into the PSAP, and frequently asked questions for PSAPs to familiarize themselves with. It should be ready by the fall. Sonya stressed that this product was not an automatic dialing device or a telematics device, but rather an assistive device using cellular phones and Bluetooth-based technology. Ball State University and NENA sent out a training survey to PSAPs in June. They are compiling the survey findings and a new committee will be formed to discuss the results.

Cindy B. stated that NENA's Public Education & Training Committee and representatives of APCO are working with the Discovery channel on a new show named Call 9-1-1. The new show, Call 9-1-1 is similar to the old Rescue 9-1-1 show previously hosted by William Shatner. The show will air reenactments of the lifesaving calls to 9-1-1, and it will feature the actual 9-1-1 callers and the telecommunicator(s) involved in the call. The show airs on Wednesday, 7pm or 8pm Central Standard Time. She and Caryn DeMarco (Will County 9-1-1, Illinois) are representing the NENA Public Education Committee. The show has a website providing 10 helpful tips for its viewers. One of the tips submitted to the Investigation Discovery Channel is to place dashes between the 9, 1, and 1. Cindy stated that there are other items that will be revamped, but the website contained some pretty good information. The website address is: <http://investigation.discovery.com/tv/call-911/call-911.html> The show has already taped some shows which will include calls from the Austin and Houston areas. You can also listen to the actual calls on the website. The show is currently looking for more stories to produce, so if you have any, please send all the information to Cindy. **The guidelines to submit 9-1-1 calls include:**

-  A brief summary of the call along with the contact information for all the people involved, including the telecommunicator(s) involved.
-  The 9-1-1 recording, radio traffic, and any calls made on the administrative line.
-  Video clip of the telecommunicator discussing their job.

A comment was made that some of these same calls could be submitted as nominations for Telecommunicator of the Year.

Other brief issues mentioned by Sonya include:

-  The passing of a resolution by the U.S. House of Representatives recognizing April as National 9-1-1 Education Month. This was a collaborative effort of NENA, APCO, and the E9-1-1 Institute. The approval of this resolution promotes unification throughout the nation about the importance of 9-1-1 public education.
-  The NENA Accessibility Committee was working on Video Relay Education for people with disabilities.
-  NENA will have a 4-day Leadership meeting in September. The Operational/Technical committees will meet in Fort Worth to focus on Next Generation 9-1-1, education and training. A media packet will be developed so it can be disseminated throughout our respective areas. The Houston Chronicle had a front page article discussing the future capability of sending text messages to 9-1-1. The article generated a lot of interest throughout the state. Patty Cross stated that the North Central Texas COG was installing new equipment at their respective PSAPs when this article was published and she received numerous calls from her PSAPs wondering why they did not have this new equipment with the ability to receive text messages. Alisa

Simmons with Tarrant County also received the same calls. Board members, citizens, and the media had a frenzy with the articles' information. Alisa stated that it was very important to coordinate with your local media to inform and educate the public on your area's current status compared to the larger metroplex area and the entire state's status. She stressed that because of the constant change and advances in technology, it is essential that we be prepared to handle these types of media issues.

- ✚ NENA is calling for presenters and sessions for next year's national conference in Fort Worth. Public education and training sessions are needed. She also stated that we needed to write articles for NENA's ENP magazine.
- ✚ The Greater Harris County 9-1-1 Emergency Network did a local summer campaign with two messages: **"Know Your Location"** and **"When A Life Is On The Line."** They also received media coverage from their local television station. As a result of these messages and the media coverage, the PSAPs non-emergency calls declined. Also, for 9-1-1 Day, her PSAPs will participate in an Astros baseball game event.
- ✚ Sonya also mentioned a new service provided by T-Mobile News Service, in which subscribers can utilize IP-based home location technology and the service switches to utilize the wireless network after leaving home. Further information can be found on T-Mobile's website.

Committee Break-Outs/Reports (Committee Chairs)

Willima – Public Information

Her group discussed revamping information and tips provided by Sonya and Alisa on dealing with the media. She also stated that comments may be added on what could be done in dealing with particular situations. Any information will be passed on the Charlesetta, so she can distribute to the group.

Patti Davis also commented on copyright infringement issues when sending out articles for the group to read. She encouraged the group to please make sure to send the website link, instead of the entire article, so we would not have to deal with this issue.

Sonya – Mentoring

No new PETs.

Patty Cross – TC Recognition

Patty emphasized that telecommunicators can be recognized at anytime during the year, not just in April or on 9-1-1 Day. According to APCO's Project Retains, it was noted that telecommunicator appreciation actually raises retention rates at PSAPs. What about Christmas or other holidays?

Some examples included:

- ✚ For Christmas, Patty hung up a clothes line, bought stretchy gloves, and pinned them on with the slogan: "You're the best, hands down" and had a candy cane.
- ✚ For Halloween, dispatchers love to have costume contests. For Easter, Patty dressed up and visited the PSAPs as the Easter Chicken. The moral of this was that all the work was done by the chicken, but the Easter Bunny gets all the credit. In other words, the telecommunicators are the true first responders and gather and disseminate all the information to the on-site responders, but EMS, fire, and police are the ones who get the credit.
- ✚ She's ordered pen knives that said "You're A Cut Above."
- ✚ Also, don't forget daily recognition. Create a Wall of Fame, give Atta Boys, and give the telecommunicators certificates for their tireless, unrecognized efforts.
- ✚ Vereda stated to contact your local vendors for donations. She has provided her PSAPs with gift certificates, cookies, pizza, etc. courtesy of the vendors.
- ✚ Beth does internal recognition of her telecommunicators – each shift recognizes the prior shift of telecommunicators.
- ✚ For those who do TC recognition as a week long activity, give small things daily.
- ✚ Contact your local media or utilize your local city and/or government channels to recognize your telecommunicators on camera. An example was given on the PSA done by the state of Illinois showing actual dispatchers who briefly stated, "Today I..."
- ✚ If a Kid Hero is recognized, don't forget to recognize the telecommunicator who took the call

Cindy Bridges – Resource

Cindy's group recommended to Robert (in the fall catalog) to include the price per piece, so that those PETs who had to order items based on a per piece budget could do so. Some agencies cannot order items if the price exceeds a certain price per item. Robert agreed to put this information on the website. She also stated to include in the fall catalog, a craft bag done as a cooperative purchase by DENCO. Robert stated that he strongly encouraged co-op orders because it allows others to get in on the lower price for a higher quantity order. Cindy stated that the charms, wrist bands, and ice cubes were very popular items at public education events.

Robert stated he received complaints about the recycled pens because the clip part comes off too easily. Also, the cell phone light does not fit all cell phones, which is why he offered the ambulance and truck flashlights as an alternative.

Cindy provided a copy of the 9-1-1 Traveling Trunk toolbox to Charlesetta to include with minutes. She stated that toolbox had a lot of various items, in addition to information to help jumpstart or improve your public education presentations. She also passed out the 2008 Resource Manual on CD with a disclaimer. She advised that two things were missing from the CD, the Vendor page and the Slogan page. She would include this at a later time.

Share Time

Charlesetta – The DETCOG region is currently performing Wireless Phase II testing. No events are planned for 9-1-1 day.

Lydia – August 2009, they will provide elementary schools with 9-1-1 folders.

Pattie – They are preparing for 9-1-1 day. Plant/CML and Embarq will sponsor a dinner at a nice restaurant celebrating their 10 year anniversary, so the telecommunicators will have an opportunity to dress in formal dinner attire and attend this event. She also purchased a briefcase/lunch bag.

Alisa – Blankets for 9-1-1 day.

Patty Cross – Tarrant County, City of Plano, DENCO Area 9-1-1 District, and North Central Texas COG are doing a media buy on cellular phones. They are filming a public service message with three babies using a cell phone. The media message is: These children will know how to text, video, and take pictures, but will they know about 9-1-1.

DENCO is also promoting their agency more actively by conducting a marketing campaign. The Denco Area 9-1-1 District serves the telecommunicators and their citizens, but no one really knows who they are or what they really do. In addition, Denco will also have a Tex-Mex buffet picnic for their telecommunicators.

Christi – The North Central Texas COG will participate in the media campaign with Denco Area 9-1-1 District. She also ordered umbrellas. The NCTCOG will also recognize telecommunicators during a supervisor's meeting if they are nominated for an award or does something special. Red blankets will be given to telecommunicators for 9-1-1 day and they will receive a bag at Christmas.

Heather – ordered 20 oz. mugs, ordered the "Today I've Learned ..." dispatcher items from 9-1-1 cares, recognizing a 9-1-1 hero.

Armida – She will do a burrito sale.

Cindy – 9-1-1 day: She has ordered t-shirts using the recycling logo and the message - Know your phone #, your location, your name. She will use a beach and go green theme. The shirts are \$7.00 each and can be purchased up to a size 3X. Sizes 4X and 5X are not available in green, but can be purchased in white. She will also order white stadium cups, oven sticks, and eyeglass repair kit.

Jamie – Ordered 4,000 pens at \$.32 each, umbrellas with a golfer's look, and battery-operated hand fans.

Mandy – 9-1-1 day: ordered shirts and umbrellas with the slogan: Rain or shine 9-1-1 is your lifeline. She will also host a picnic theme for the dispatchers and serve hot dogs.

Tina – 9-1-1 day: produced a calendar and recognized the children whose artwork was chosen. The telecommunicators will be recognized in addition to five kid heroes.

Beth - nothing TC wise going on. A ton of mileage on the REF robot on his tricycle. She has a home schooling thing coming up next month (Sept.) and they are doing a public safety day. He's been to daycares, summer camps. She changed his battery and wore him down.

Susan – NCTCOG media buy campaign. No TC gifts for 9-1-1 day. National Night Out is the first Tuesday in October. The City of Plano is having their annual Balloon festival, September 19-21, 2008. She invited everyone to come join them and have some fun. She will also celebrate her 10 year anniversary with the City on August 31, 2008.

Other Business
None

The meeting was adjourned at 4:23 p.m.