



9-1-1 Public Educators of Texas
1st Quarterly Meeting
January 15, 2013
Frontiers of Flight Museum
Dallas, Texas

President, Cindy Bridges - Called meeting to order at 10:30am. Welcome and Introductions were done around the room while participating in the Opening Activity: Best / Worst New Year's Resolutions?

Last Meeting Follow Up – A company called “Angel Guard,” made a presentation to the TNT group and the Public Educators of Texas group would like to have a representative come out and give us a presentation. Angel Guard is the device that goes in your vehicle that can call 9-1-1 in the event of a crash.

The group expressed interest in doing a new pink t-shirt, for breast cancer awareness in October. Everyone is still interested in the idea. Perhaps the PET group can have a design contest for the development of the t-shirt and a cash prize can be awarded to the winner? Cindy and Sandy will work on a flyer and send it out.

Approval of Minutes - Susan Rodriguez motioned to accept the 3rd Quarter meeting minutes for 2012 as written and Charlesetta Malone seconded. All in favor and motion was passed.

Website Report - Sandy Issel has been working with Patrick Brothers on the membership updates and there are other projects he will be helping with as well. These include adding Dropbox with a password protection to the site and eventually adding an on-line resource form. Patrick quoted Sandy \$575.00 to include all of this work. Charlesetta Malone motioned to approve the payment to Patrick Brothers for \$575.00 and Patti Hanon seconded the motion. All in favor and motion passed.

Treasurer Report – Leticia Truex gave the Treasurer's report. Do we need to motion to accept the treasurer's report? Cindy will find out for the group. Charlesetta motioned to accept the treasurer's report and Susan Rodriguez seconded. All in favor and motion passed.

Share Time –

Leanne Bluntzer – has a committee that has come up with an “Around the World” theme for TC week. Different type of foods will be featured all week and she is planning an awards celebration. Their agency will pick a TC of the Year, Supervisor of the Year, etc. and these awards will be sent to TX NENA for submission to the awards nominations.

Kelli Perez – planning a community event. They have multiple events in multiple counties. April will be in Smith county, with an event at Fire Mountain amusement park. Video games and put-put golf will be some of the activities.

Juan Gomez - still working on what they will be doing. Budgets are being watched very closely, which creates many challenges when trying to plan events.

Andrea Wilson – She is new to this position, so she is still listening and taking in all the information and great ideas.

Sherry Decker - their agency funds have been cut and they are reaching out to others for help with celebrations. Patty Cross and Sherry are educating Chiefs and Sheriffs at the new sheriff's expo and conference in Austin to discuss next generation, TERT and new legislation. They will be attending the TCPA (TX Chiefs of Police Association) conference to provide education on TERT.

Alisa Simmons - Usually they partner with Dallas, Denco, Plano, etc. for the April 9-1-1 Awareness. This year's event will be held at the Ballpark. Probably will be the last year that this will be done, since it is very expensive. Funding is a bottom line issue, and we must keep this in mind for future. Alisa might do t-shirts again in April.

Jeanne Olberts - they might do jackets for the TCs, however, they may not have any nominations for awards this year. She is beginning the Spring education for elementary schools. She got a letter from a teacher, who wrote about a young student who learned about calling 9-1-1 in school and was able to help save his mom by calling 9-1-1. Jeanne sends each dispatcher a card on their birthday. They also did coins this year.

Lisa Boss – showed the group an amazing blanket they had made for Midland TCs. She wants to do something for April.

Susan - had their banquet in December. They will be partnering with Alisa for April's awareness month. She does lots of tours and is doing a "take 25 event" May 25th is the official day for "take 25". They are also doing a water bill insert. They will set up a display in City Hall for the entire month of April. For TC week, she made soda bottles, which are decorated and filled with different items.

Connie - for TC week, they will do the luncheon. They are sending out notices to all dispatchers, letting them know about the awards and encouraging them to nominate. They have a luncheon at a very nice restaurant planned. She is not sure what to do for the gift this year. Last year, they gave the wing blankets. She is already receiving nominations for their awards. They send the nominations to another agency for the selection of winners. They do the proclamation during the appreciation luncheon. The sheriff's dept. wants to do the same, so she is now noticing that the sheriff's office wants to get involved in the appreciation. The Sheriff's will do something each day of TC week. The sheriffs' office, police dept., etc. will sponsor various breakfast, lunch, dinner for the different shifts. She will send reminders about the nominations for awards. Robert Gonzalez adds that Connie has done a tremendous job in bringing appreciation to the forefront of the 9-1-1 center and has built the public education program from nothing to what it is today. She should be commended for doing that.

Leticia – she has not yet started working on the April plans. For their biggest PSAP, they will probably do a luncheon. Last year, they did the wing mugs, and they have done t-shirts before.

Cindy - she is not sure what Williamson county is doing. She has not yet visited the communications center. Williamson County is moving to a new facility in the next few months. She sends them information about the public educator group. Cindy is not doing as much public education as she used to, however, public education will always be in her heart.

Sandy - Denco Area 9-1-1 District will partner with Tarrant County, Plano, NCTCOG, etc. for the 9-1-1 awareness in April. Their picnic is scheduled for Sunday, April 14th and the theme is going to be "Luau," which provides plenty of fun things to do for everyone. Sandy is excited to get the plans started on that event. Not sure what the gift will be, however, it most-likely will go along with the theme.

TX-NENA awards – criteria was sent out yesterday and is listed on the website. Feb 1 – March 1st. must have the applications in by March 1st on all nominations. Silent hero has changed from 5 years, to two years. Public educator of the year is one year minimum experience. Laverne Hogan is a lifetime achievement award and that information is on the website as well. Training and ENP scholarships are available. Six scholarships will be given out for each. Nominations link will not be active until Feb. 1st. The agencies will know who the winners are before the conference; however, it has not been decided yet, if the winner will be announced before the conference.

Secretary, Treasurer and VP positions and three regional coordinator positions are available for TX NENA. Nominations are submitted on-line through the TX NENA website.

Lunch Break - Many thanks to our hostesses for today's meeting, Patti Hanon, Charlesetta Malone and Alisa Simmons.

TNT and PET power meeting and lunch - The Texas 9-1-1 Trainers (TNT) and the Public Educators of Texas (PETs) will be having their 2nd annual power meeting and networking lunch to be held on May 19th, which is in conjunction with the 2013 TX APCO/TX NENA joint conference. Members planning to attend both the TNT and PET meeting will get to attend one meeting for FREE! The price of attending either the TNT or PET meeting is \$20, which will include a fajita meal, drink and gratuity at Don Patron's restaurant. Don Patron's is a block and a half from the Hyatt and will require members to travel to that location. It is highly recommended that if able, members should walk to the lunch. The TNT meeting is scheduled from 8am – 10:45am, lunch is scheduled to begin at 11:00am at Don Patron's. The PET group will meet from 1pm – 4pm. Both meetings will be in the Window Box room inside the Hyatt hotel.

PET booth - Discussion of several theme's, and the group decided on, "Everyday Heroes." This booth will feature PET and TNT members faces and nominees for the awards on superheroes bodies. Each visitor to the booth will be given a "scavenger hunt," with several of those featured on the booth. If they want to participate in the scavenger hunt, they must find the people that are featured on the scavenger hunt form and have each person sign it. Those sheets will be turned in, for one drawing of a great prize, (possibly a Nook or Ipod touch). Discussions of what to give away at the booth? Water bottles with PET and TNT stickers are the most popular item. Discussion of having a popcorn machine at the booth. Cindy will find out if that is allowed at the conference. Cindy suggests that on Sunday, after the PET meeting, the members can meet and put the stickers on the water bottles.

CSEC Report – Robert Gonzalez - We need to continue to take care of our programs, and each other. The budget crunch is really here and we need to take an aggressive stance to assure that we can continue to do a good job in Public Education. Taking measurements and showing them to our superiors is very important. Have testimonials ready to provide to your administrators or local media.

Invite your elected officials to your hero recognition events. Boot camp is a very good example of how we are able to improve on our programs. We are in a new fiscal year for 2013, and public education still does not have money from the state. What does that mean for the programs? What can be done? What do we have? How can we still educate with no funds? We need to find out what it is that we can do that will help us carry forward. Robert made suggestions to the group on specific items/actions that the group might consider. He also stated that although nothing has been firmly determined yet, he may have some funds given to him that could be used towards some specific programs. He would like feedback from the group about what items from this listing would be of most interest:

Public Education Training – specifically “boot camp.” Training courses for councils of governments only. The funds could be used for boot camp, however, Robert could not specifically say whether that includes travel and arrangements.

Public Service Announcements – Doing these through traditional media is very expensive. A very good use of a Public service announcement is to place it on your website, to help engage the community. Use the Cell Phone Sally DVD which can be downloaded from the CSEC website.

Contest for Video – Robert would like to launch a contest to have a video made, focusing on a specific message. Robert mentioned financing a public service announcement video through high-school television production students.

Artwork - Robert discussed making available the various artwork that can be downloaded on-line.

School skits - He used “Rescue Rex” from Tennessee as an example of a mascot that is still “alive and kicking.” The city of Nashville pays a marketing firm to prepare public service announcements and they have new skits every year where the mascot travels to different cities and visits schools. This is a very cost-effective program. In line with that, Robert would like to have a contest to develop school skits featuring Cell Phone Sally. He will share the winning skit with public educators in Texas.

Surveys - Robert can help organize all the data from your surveys. He recommends that at all Health Fairs / Safety Fairs / School and community functions, public educators use a program like poll daddy.com. Take your tablet with you to events and let kids and adults take the survey on-site. Or, another option is to let the children take the survey before a presentation and then after the presentation and viewing of the Cell Phone Sally video, have the kids take it again. This gives you quantifiable data to show a measurement of education learned. Robert will put together a committee that will help him develop questions that will be used with poll daddy.com and then he can build a repository of data that can be accessed and used by other public educators all over the State of Texas.

Robert states that he will have no more funds available after August 2013. He can no longer afford to purchase large amounts of specialty items and have them available through the 911.org store. The store will eventually close by August 2013.

Alisa Simmons states that we need to get donations and funding from our major vendors in order to help fund education where funds are running out. Vendor support is not strong enough. Alisa also

suggests that we approach Fire Chief Associations, Police Chief Associations, and other associations for support.

Know 911.org is a website that has many different downloadable images, etc. that you can use for educational purposes. The 9-1-1 coalition has created a 2013 toolkit. The slogan for this year is “Be 9-1-1 Ready.” This will be found in the toolkit. The website is www.know911.org.

Dropbox Update – Charlesetta finished looking at all the folders and Jeanna passed around a sheet that has all the folders listed on it. You can forward information to Jeanna for items you want to place in the dropbox.

NPEF Conference - Everyone should have a flyer. If you have any suggestions for sessions, please feel free to suggest it. Scholarships are available NOW. Please don't forget about Early Bird registration. It ends April 15th.

NENA is currently working on sessions for their conference in June 2013. Sonya Clauson asks that you send any ideas to her for interesting topics for sessions.

Kerri Perez motions to adjourn, Sherry Decker seconded...all in favor, and motion passed. Meeting adjourned at 2pm.

Those in attendance:

Cindy Bridges, WILCO
Robert Gonzalez, CSEC
Lisa Boss, Midland ECD
Pattie Hanon, East Tx. COG
Andrea Wilson, Montgomery County
Kari Perez, East Tx. COG
Sherry Decker, NCTCOG
Leticia Truex, Potter Randall 9-1-1

Connie Chavarria, City of Laredo
Susan Rodriguez, City of Plano
Jeanna Olberts, Ector County
Charlesetta Malone, Deep East Tx. COG
Juan Gomez, Lower Rio Grande DC
Leanne Bluntzer, Amarillo EC
Sandy Issel, Denco Area 9-1-1 District
Alisa Simmons, Tarrant County 9-1-1 District