



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

Frontiers of Flight Museum

Tuesday, February 9, 2010

Call to Order, Welcome, Introductions (Susan Rodriguez)

Susan called the meeting to order and welcomed everyone present. She thanked Pam Frisk and Leticia Truex for serving as hostesses for the meeting. The following people were in attendance:

Arias, Pam	Richardson Police Department
Austin, Julia	Smith County 9-1-1 District
Baker, Lysa	9-1-1 Association of Central Oklahoma
Banner-Tunis, Willima	City of Dallas
Borunda, Armida	Rio Grande Council of Governments
Brandon, Shawnda	City of Dallas
Bridges, Cindy	Central Texas Council of Governments
Brown, Michelle	Friendswood Police Department
Brown, Neil	Concho Valley Council of Governments
Carr, Susan	City of Plano Public Safety Communications
Chaffin, Tina	Collin County Sheriff's Office
Chapa, Hector	Lower Rio Grande Valley Development Council
Chavarria, Connie	City of Laredo
Cole, Kimberly	City of Dallas Police Department
Cross, Patty	Denco Area 9-1-1 District
Davis, Patti	West Central Texas Council of Governments
Embrey, Sandie	Ark-Tex Council of Governments
Ennis, Kenneth	Lower Rio Grande Valley Development Council
Eskew, Christie	North Central Texas Council of Governments
Figueroa, Nichole	Frisco Police Department
Frisk, Pamela	Panhandle Regional Planning Commission
Gonzalez, Robert	Commission on State on Emergency Communications
Gonzalez, Samantha	Lower Rio Grande Valley Development Council
Gregory, Karen	Ark-Tex Council of Governments
Hanon, Pattie	East Texas Council of Governments
Hartman, Catherine	Frisco Police Department
Hawthorne, Ele	Houston-Galveston Area Council
Howell, Heather	Texoma Council of Governments
Issel, Sandy	Denco Area 9-1-1 District
Koch, Vereda	Wichita Walberger 9-1-1 District
Lawson, Casey	Longview Public Safety Communications
Mack, Darla	East Texas Council of Governments
Malone, Charlesetta	Deep East Texas Council of Governments
Olberts, Jeanna	East Texas Council of Governments
Pacheco, Cori	Lower Rio Grande Valley Development Council
Rodriguez, Susan	City of Plano Public Safety Communications
Salazar, Maria	City of Dallas Police Department

Simmons, Alisa
Timmons, Rod
Torres, Laura
Truex, Leticia
Wines, Sarah

Tarrant County 9-1-1 District
City of Plano Public Safety Communications
Permian Basin Regional Planning Commission
Potter-Randall 9-1-1 District
Heart of Texas Council of Governments

Approval of Minutes

Susan asked if there were any changes, comments, or questions regarding the minutes from the November 17, 2009 meeting. There were none. Vereda made a motion to accept the minutes, seconded by Pamela Frisk. All were in favor and the minutes were approved.

Treasurer's Report (Christie Eskew)

Christie advised she transferred the PETS account to Southside Bank in Arlington. She will be doing online banking instead of waiting for the statement to come in the mail. She asked that all PETS who plan on attending future meetings to mail their checks prior to the meeting. This will help in maintaining a more accurate balance and allow her to see the monies available to pay for the meeting room fee (\$250.00) and the lunch was \$479.80. She's doing online banking instead of waiting for it to come in the mail. A copy of the treasurer's report is attached. Tina made a motion to accept the treasurer's report, seconded by Armida. All were in favor and the treasurer's report was accepted.

Website Report (Vereda Koch)

Vereda stated that a lot of changes have been made on the website, including new items on the history page, new rotating pictures, and new/updated pictures of the committee chairs. She encourages the new PETS to view the historical page to see the progress of the PETS group since its inception.

Share Time

Cori – She's working on a TC awards ceremony for National TC week, but was having a hard time getting donations; however, the venue was donated for free. Heather suggested she contact the local police associations in her area. Susan stated that she does fundraising all year long in order to prepare for her annual events, so this may be something she may want to consider.

Connie – She's planning a TC appreciation luncheon, which will be paid for by the city.

Julie – Junior Deputy Program for Pre-K and 1st graders.

Pattie/Darla – The ETCOG region was planning a train ride in Palestine for their TC's, with the theme of "**9-1-1 Get on Board.**" The train will stop in Rusk and the TC's will enjoy a picnic. They are also working on a new PEP (*People Educating People*) team, which is similar to the TAG team. The members of the PEP team will be known as a 9-1-1 PEPPER, providing educational resources and services. Darla thanked Christie for all her help in implementing this new program for the ETCOG area. The ETCOG has also implemented a "9-1-1 Angels in Action" program to recognize kid heroes. She will discuss later in the meeting.

Sandie/Karen – They are sending out numerous letters to the various school districts to increase their public education efforts. No ideas for TC week, but they will purchase something as a token of appreciation.

Kim Cole – Since her agency has numerous budget cutbacks, she was looking for free stuff to give to her dispatchers. She's also recognizing her TCs through city awards.

Ele – She finally has a storage unit to put her materials in

Jeanna – Her agency's new Executive Director is Kevin Jones (former PET). She'll be going into the school for March/April. In May, a joint effort with Ector County, Midland 9-1-1 District, and the Permian Basin Regional Planning Commission, will have a Trauma Awareness Day at the ball park in Midland.

Lysa Baker – For TC week, she will host a family night at the ballpark in Oklahoma

Kathy – She's working with the Safety Town, as well as doing public education with second graders using Red E. Fox.

Casey – working on getting volunteers into elementary schools with Red E. Fox and planning activities for TC week.

Maria – Finalizing details for the NBA All Star game to be held in Dallas. No monies available for TC appreciation events.

Alisa will order new Red E. Fox activity books and stickers. If anyone was interested, contact her by Friday, February 12th. She's created an activity booklet for kids and will send an email for those interested in ordering. Since April is National 9-1-1 Public Education Month, she will begin with a news conference, Kid Heroes presentations, and an advertising campaign. She's working on developing a message for the event. These activities will be done in a collaborative effort with the City of Dallas, Denco Area 9-1-1 District, North Central Texas COG, and the City of Plano. She will also have a TC event at the Dallas Cowboys' stadium with a dinner, casino, a comedian, and Latin Express serving as entertainment.

Patty C/Sandy – Working on their TC week plans which will consist of a picnic for TCs and their family and door prizes to be given away. There are approximately 300 people in attendance for this event. Their donations are thin because of the economy and also because they can't ask for donations from their vendors (who normally donate) because they're in the RFP process. The Telecommunicator Hiring & Training Standards survey has been sent out to all 561 PSAPs. As of today, 183 have been received. She thanked those who volunteered to send out the surveys to the various entities, and she will send out another reminder next week to submit the surveys by February 28th. She's working on the annual report for her 9-1-1 district. Finally, they are building a new office building and the theme will be "Building On Our Strengths." Sandy has ordered some new public education items which should be in by the end of the week.

Willima – The 9-1-1 program is now under the police department. The Lieutenant was interested in doing something for TC week, which was a surprise. This was the first time a uniformed person ever wanted to do something for the TC's.

Vereda – She's going to order E-grips and do something every day for the TCs. She advised that a link was available on the PETS website to include historical PET information.

Patti D – She will place articles in the local newspapers and purchase umbrellas with the slogan, "Gotcha covered"

Sarah – She will purchase stadium blankets

Leticia – She's preparing letters to send out to various businesses requesting gift cards to give to the TCs. There's also a new communications center in her area, so the TCs are working a lot of overtime. A 9-1-1 Kid Hero (4 years old), will be recognized on February 25, 2010.

Pam F. She will have press releases in her 23-county region, with 5 of those counties putting her information on the front page (3 in color) of the local newspaper. Andy the Ambulance will participate in a local parade event. She plans on implementing a TAG team in her area, as well as planning a TC week picnic in the future.

Laura – Her agency has no plans for TC week because they celebrate during September for 9-1-1 day. She gave her TCs the "Angels need help sometimes" t-shirts.

Christie – The theme for this year's event is "9-1-1, Up Close and Personal." She did not reveal what her concept was for the event due to some of her TCs being present during the meeting. She will give an overview during the next PETS meeting. In addition, the NCTCOG, City of Plano, Denco Area 9-1-1 District, and Tarrant County 9-1-1 District will participate in a media event. She's also working with the City of Plano and Tarrant County on a 9-1-1 Public Education Academy. The training is free and will be held at the North Central Texas COG's office, April 6-7, 2010. Christie also stated that the research project on 9-1-1 awareness was completed. The North Central Texas COG and Tarrant County 9-1-1 District paid an independent agency to conduct a survey of 1,000 of their citizens to find out what they knew/didn't know about 9-1-1.

Alisa stated that they were waiting on a formal presentation and recommendation from the Research agency and it will be presented to her district board in March. She gave a brief overview of the results, but did not divulge all the information because it had not been presented to her board. She will provide copies of the results during the next PET meeting. The survey was conducted by telephone. She stated that they'll be able to justify the 9-1-1 program by what they are currently doing and measure what has been done. In addition the results will be used to show what areas need additional efforts to increase 9-1-1 awareness, or it will indicate what areas can be decreased.

Telephone survey was the method of gathering information. They'll be able to justify our program and what we're doing and measure what we've done. Should we increase in this area, should be pull back on advertising, and do we need to buy more stuff or less. Robert stated they'll also help to determine the level of education to help them better respond.

Christie also stated that the NCTCOG has a Facebook page (NCTCOG 9-1-1). The page will basically consist of various things occurring in the region, as well as provide 9-1-1 tips. The month of April will focus on stopping accidental calls with a slogan of, "If your phone is in your pocket make sure you lock it." Other tips will include, Help Us Help You – Know Your Location. Patti D. also suggested using these type of tag lines in newsletters and including them as part of your signature in an email message.

Cindy – She will do a radio commercial and weekly press releases to the newspapers that will include five tips, including wireless, especially since people got new cell phones during the holidays. One of the messages says: "We can't pinpoint you. Having a cell phone gets you closer to 9-1-1, but doesn't get us closer to you. A tip a week will be given out during the month of April. For TC week, she will order the Angels t-shirt with the slogan, "Angels need help sometime" (Front of shirt); 9-1-1 Know your location (back of shirt). For those interested, please send an email to Cindy by Tuesday, February 16, 2010. In addition to the t-shirts, she'll also order halos/wings. During a public education event over the weekend, she will give out the t-shirts, halos, and wings for those answering 9-1-1 related questions. During TC week (April 11th-17th), she will do a PSA similar to the one created by Illinois with a message of "I am angel, please help me followed by "Be an angel, know your location." She stated that the highlight of her TC week events, the two PD officers that were deemed heroes during the Ft. Hood tragic shooting event, will personally deliver to the TCs of Bell County and Copperas Cove PD their appreciation gifts – from one hero to another.

Charlesetta – She will order t-shirts with the "Angels need help sometimes" slogan.

Susan – She's moving into her new office. She's also working in conjunction with the NCTCOG, Denco Area 9-1-1 District, Tarrant County 9-1-1 District, and the City of Dallas on a media campaign for 9-1-1 Public Education month. She's focusing her 9-1-1 public education efforts on educating businesses. She conducts a quick survey before her presentation to see what the participants are aware of. The results from her **January 2010** presentations were as follows:

- What is the non-emergency #?
 - ☛ Only 4% knew what the number was
- What is the address of the business that you are in?
 - ☛ 57% knew
- What is the most important piece of info to give 9-1-1:
 - ☛ 46% knew location was important
- Is the person who answers your 9-1-1 call, the same that dispatches responders?
 - ☛
- Can u text 9-1-1?

☉ 28% said that they did know that u could.

At the end of the presentation, she gives each participant a 9-1-1 fact sheet with all the correct information from the questions.

Connie –She requested copies of presentations for high school/teenagers, so if anyone has something to please send it to her at cchavarria@ci.laredo.tx.us. A suggestion was made for Connie to contact Caryn DeMarco and find out the video she uses for these type presentations. She also asked for additional resources. Susan suggested she purchase **In the Trenches**, a book published by NENA.

Pam F. asked if a resource page could be put on the PET website for this type of information, such as PowerPoint presentations, survival guide, slogan list, and others. Susan stated that this could serve as a clearinghouse of resources. Robert had a concern about copyright issues. He stated that once the information was put on the web, then it's available for everyone to use. We need to minimize these risks and keep all the information password protected. In the past, the PET group used the slogan, "When Seconds Counts" to include on various promotional items for the public, but those three words were copyrighted by Tony Harrison from the Public Safety Group, and permission has to be granted in order to use them now. Mr. Harrison gives his permission for the PET group to use them for public education items, but this is something that needs to be taken into consideration. Vereda stated that she would ask Mark if he could work on this for the website.

Text to 9-1-1 at Blackhawk County, Iowa (Tina Chaffin)

Tina stated that Blackhawk County, Iowa was the first 9-1-1 center to go live with text messaging to 9-1-1. She visited the communications center staff for about four hours. The center uses Positron equipment which has a text message button incorporated and this is how the call is answered. The only wireless service provider providing this service was **iwireless**, a subsidiary of T-Mobile. The call will say the city/zip code, if its available, then the call is forwarded. If not, then it says service not available. The call comes in via an administrative line, so there is no ALI information on the caller. The interface that opens up is similar to the integrated TTY on 9-1-1 systems. The text messaging capability has only been used twice since its implementation in June 2009, and no issues with the texting lingo were encountered. One of the calls was from a deaf individual who has the service and was able to contact 9-1-1 via text. Susan asked if there was a timeline for other carriers to implement text messaging capability to 9-1-1? Tina responded no. Tina was asked why this particular PSAP was chosen to implement this feature? Tina responded that big name carriers (i.e. AT&T, Verizon, Sprint, T-Mobile, etc.) have not implemented the type of technology required to make texting work properly with real-time text messaging. The **Iowa Wireless (iwireless)** is a small carrier in a small state, so not many people can access this service. Also, there are no standards for texting, and the infrastructure/programming are 3-5 years away. Patty C. commented that even with our own personal cell phones, sending and receipt of text messages can sometimes be delayed. For example, she may send a text message to someone at 1pm and they may not receive the message immediately, but rather a few minutes later, and sometimes not at all. There are no guarantees.

Patti D. also expressed that each PSAP does not have the same level of service, such as EMD, texting, CAD, etc. The public's expectations are high. What available in one area may not always be available in the other areas. Tina stated that Iowa doesn't have the level of 9-1-1 public education that Texas has. She plans on returning in July 2010, and will get an update.

Booth at NENA & TX NENA Conference

Patti D. stated that the PETS will have booth space for the National NENA conference, June 5-10, 2010 in Indianapolis, Indiana. The PETS have had a booth at the conference for the past two years and it has been very successful. A lot of people attend the national conference and stop by the booth to ask questions and pick up information, including some ladies from Malaysia in the past. The booth was also provided free of charge.

Patti D stated that she would like to use Cell Phone Sally as the theme for this year's booth, since she was a PET project and the distribution of the new DVD and classroom kits for the upcoming year. She stated that Cell Phone Sally could also walk around vendor hall. The PET members thought this was a great idea, and that this would give exposure to Cell Phone Sally on a nationwide basis. The monies made off of the video will be used to fund future projects. The booth provides an excellent opportunity to promote 9-1-1 public education and showcase Texas' efforts in doing so. Pam F. made a motion to for Patty C. to use Cell Phone Sally as the theme for the national NENA conference PET booth. The motion was seconded by Leticia. All were in favor and the motion passed.

Patti D. asked welcomed Lysa Baker from Oklahoma.

The theme for the Texas conference is **I am Texas 9-1-1**. The TENA board usually provides a booth for free. Further discussion of the booth theme, decorations, volunteers, etc. will be discussed at the May meeting.

Committee Reports

TC Recognition Chair – Patty Cross

Some of the ideas discussed included:

- Decorate your communications center contest with \$25 gift cards given to the PSAP winners.
- Stuffing items in lunch bags – water, blue ice inserts, popcorn, nuts, etc.
- Texoma COG will have a Mexican food banquet. They were looking for a slogan/theme and someone suggested a fiesta with confetti eggs. A comment was made that it's hard to get people to attend a banquet. One of the ways to solve this issue was to alternate the times and days of the week, stretch it out over the day, and possibly have the eating take place during shift change.
- Jeanna is working to provide fresh food for each shift.
- Pam A. will do a pay it forward, and they choose another department to honor.

- Michelle cooked for each shift everyday last year for TC week. It was such a huge hit, that now other people are volunteering to help her this year.
- Cindy will have an Angels theme.
- Patty C and her boss go to each PSAP on each shift dressed up as a character. This year's theme is the Garden Nome.

Mentoring - Kimberley Cole:

Kimberley advised the new PETS to not overwhelm themselves by trying to implement big public education programs, but rather start with smaller steps and make sure to pick an audience to focus on and deliver your message. As a public educator, you have to grab the audience's attention and keep it, never tell a lie, or guess at information. If you don't know the answer, let the audience know. Your credibility is important. Kim also stated that high schoolers respond to 9-1-1 call scenarios and actual calls. Maria does a message with the Meals on Wheels program because a lot of seniors still dial 0 for assistance.

Resource – Tina Chaffin:

Tina stated the group made a few suggestions to possibly include in the catalog:

- Reflector stickers for bikes
- Glow in the dark bracelets used during National Night Out
- Emergency management used a deck of cards and each card (except face cards) had a 9-1-1 tip on it. Robert stated that he'll look into the cost of cards with Cell Phone Sally as the logo.
- Paper products with Cell Phone Sally, such as booklets, quizzes, puzzles, etc..

Tina also reminded the group to fill out resource sheets for new products ordered.

Public Information – Patti Davis:

Patti D. requested the group create a Media How to Kit for Public Education during the month of April. Some of the items suggested for inclusion are:

- Use articles published by Dispatch monthly for TC week (*very good information*)
- Governor's Proclamation declaring National Telecommunicator's Week
- House bill Proclamation that claimed April as National 9-1-1 Public Education Month
- Compile a list of who to send articles to (Administrators, City/County officials) which provides your upper management/dignitaries with information about the recognition
- Examples of press releases and/or general news articles
- Compile and maintain an updated list of your local media contacts. Don't just send newsworthy information to the attention of whom it may concern
- Tips on how to create a catchy tag line to get it published
- Types of formats used for television, radio, newspaper
- Ideas for articles to recognize TCs
 - Personal interviews that show real people answer the public's call for help and the TC can educate the public on what they should know about 9-1-1.

- Interview tips, body language tips, when speaking on camera (*example: when asked a question by the press, do not look up or to the side because it shows dishonesty/disinterest*)
- Reference sheet, prepared in advance, that includes at least 3 key points (*such as data, stories, sound bites*)

Patti Davis asked for any information to be sent to her email at pdavis@wctcog.org

Cell Phone Sally Costume (Connie Chavarria)

Connie wore the inflatable Cell Phone Sally costume for the group to see how it looks and get a hands-on touch of it. The cost is \$4,500 and designed by Signs & Shapes, International, a company in Omaha, Nebraska. The costume was comfortable and had a very big area of visibility. Some of the costumes features:

- It comes in a plastic case inside a 30 x 30 box
- The costume is 8 feet tall and with the ponytails on it's 8 ½ feet tall.
- Velcro to snap onto shoes.
- It does have a small hole in the costume, to allow for air circulation.
- It has 3 batteries, and 2 batteries last 90 minutes.
- One battery can keep it inflated for 2 ½ hours
- It comes with a guide and a video.
- Whoever wears the costumes can be anywhere from 5 – 6 feet tall
- It has to be used in an open area because of the height, such as a gym in a school.
- If the costume is damaged, it can be sent back to the company for repairs. The estimated freight costs are \$50 to \$60.

Connie said that the citizens, especially the kids love the costume. The Custom/Border protection purchased three of the costumes and they use it at various events. Robert stated that a smaller costume was available for the same price and he'll provide information later.

9-1-1 Angels in Action Program (Darla Mack)

Darla stated that the East Texas Council of Governments (ETCOG) has implemented the **9-1-1 Angels in Action** Award program which recognizes and awards youth, under the age of 12 (*exceptions may be considered under special circumstances*) who successfully demonstrate the proper way to call 9-1-1 in an emergency situation. This is her region's effort to recognize 9-1-1 Kid Heroes. Their first 9-1-1 Angel in Action, Linsey Culver, was recognized on Wednesday, January 20, 2010, at the Van Zandt County courthouse. Linsey called 9-1-1 on June 25, 2009, because her mother fell, hit her head, was bleeding and unresponsive. Linsey remained calm during the call, gave the dispatcher her address, what cars to look for in the driveway, followed the pre-arrival medical instructions, and stayed on the phone until help arrived. As part of her recognition, Linsey received an engraved acrylic plaque with the date of the incident as a reminder of heroic efforts, certificate of achievement, and other items during the recognition ceremony. In addition, State Representative Dan Flynn was in attendance and presented Linsey with a State Proclamation and invited her to Austin for a tour at the Capitol, in which he would

serve as her tour guide for the day. Van Zandt County Judge Rita Koches presented Linsey with a County Proclamation, declaring January 20th as Linsey Culver day in Van Zandt County. Others in attendance were Van Zandt County Sheriff Pat Burnett, ETCOG Staff (*Carolyn Flores, Pattie Hanon, Darla Mack*), and Linsey's mother.

The name, **9-1-1 Angels in Action**, was a term coined by an ETCOG employee and will be copyrighted and used in their region. In order for a youth to be nominated, the following criteria must be met:

- The 9-1-1 call must be initiated by the youth, and
- The youth must have performed a heroic action in the course of the emergency that contributed to
 - ✪ Saving a life or other emergency medical call
 - ✪ Significantly reducing property loss
 - ✪ Apprehending a criminal and/or stopping a crime
- The PSAP personnel (*Telecommunicator, Supervisor*) submitting the nomination completes the 9-1-1 Angel in Action nomination form, includes a brief summary of the incident, and a recording of the 9-1-1 call.

The award recognition program can take place or be presented at the PSAP that initially received the 9-1-1 call, at the county courthouse/Sheriff's Office of the County that handled the call, or at the youth's school to enhance the youth's experience and provide an opportunity to educate other students on the proper use of 9-1-1. Based upon the call, the following people are invited to the ceremony:

- Sheriff of the County
- Police Chief of the City
- Dispatcher involved in taking the call
- State Representation (if available)
- Newspapers/TV stations in the area

A press release was sent to the local media before and after the ceremony with details of the recognition and an invite was also given for them for coverage of the ceremony.

CSEC Report/CPS Video (Robert Gonzalez)

Robert stated that Alisa has ordered some Cell Phone Sally booklets and if anyone was interested to contact Alisa. He then passed around a sample of the new classroom kit, noting that it has been proofread extensively and any changes were already submitted. The new kit would probably be available in April. The CSEC worked with Weekly Reader on the classroom kit. The school teachers are very familiar with Weekly Reader, so the introduction of the kit will be teacher/student-friendly. He has not determined a price for the kit as of yet, but he will let the group know once determined. The kits will be in full color with enough bilingual materials for 25 people and include an oversized poster of Cell Phone Sally. The Great 9-1-1 Adventure DVD is available for \$15 in English, Spanish, and Captioned version. The Cell Phone Sally DVD will cost \$8.00. He will send an email requesting pre-orders for the classroom kit in mid-to late March with delivery anticipated to be in April/May.

Robert passed around a mock phone that can be used during classroom presentations to show the students how to call 9-1-1. The cost of the phone was \$150. He asked the group for their comments, suggestions, questions, likes, dislikes and they were as follows:

- Keypad looks small so the size needs to be larger
- Can the 9, 1, and 1 make a sound when pushing the buttons
- Is the phone foamy and squashable?
- Can the outside material be fabric, so it can removed and washed?
- Any special cleaning instructions, or can Lysol be sprayed on the vinyl to clean it?
- Can a handle be placed on the back of the phone so users can hold it?

Robert stated that guidelines, similar to Red E. Fox, for the use of Cell Phone Sally and the other characters will be sent out to the PETS, as well as others from out of state. The copyright information will be included as well. For a view of the new characters, go the CSEC website (www.csec.state.tx.us) and they are on the crayons, puzzles, and pocket folds. The new characters were not generated by the animation company. When they have time, the characters will become 3D, lifelike. The images will be great and the products will be updated to reflect the change.

Patti D. and Susan stated that the video was awesome and gave kudos to Robert for his tireless efforts on this project. Robert thanked the group and stated that the new DVD should be ready by March. He will send an email to the group requesting pre-orders in March, and delivery should be by late April to coincide with April as National 9-1-1 Public Education Month. He stated that the first round of videos would be complimentary for a specific amount and shipping costs would have to be paid.

The CSEC will schedule a screening for the new video, April 12th or 13th. The Executive Director will make a brief presentation at the steps of the Capitol with kids from various schools, and then the participants will go inside to the auditorium to view the video, ask questions, and then refreshments will be served.

Robert reminded the group about placing spring orders from the CSEC catalog. The order period was extended from one week to two weeks, due to numerous requests. The deadline to submit your order is February 18, 2010. A Username and password are required. If you have forgotten or need a new login, please contact Robert. The materials will be delivered first/second week of May. Robert asked the group to have their agency's IT administrators to include a link on their website to the CSEC's 9-1-1 Safety for Kids page. He has removed all images of Red E. Fox and replaced them with Cell Phone Sally.

Robert stated that the PETS will have a choice as to what type of Cell Phone Sally costume they would like to purchase. He showed the group a lenticular sample of Cell Phone Sally. There are differences between the costumes. The current price of the inflatable costume is around \$4,000. The price will drop if 5 to 10 costumes are ordered at the same time. The original costume will

be \$5,000 depending on the number ordered. The manufacturer has reduced the costume's size and height per request of the PETS. The costumes will not be in the catalog, so you can contact Robert for additional ordering information.

Creative Committee Report (Patti Davis)

Patti D. thanked all the committee members for their work on the new DVD and classroom kit. In the last meeting, discussion was held on what projects would benefit all of the PETS, and a consensus was made by the members to work on a larger version of the marketing research project done by NCTCOG and Tarrant County 9-1-1 District. Robert will begin the process of procuring services to have the research done and supply the results with the PETS upon completion. The group agreed.

Susan asked if there were any other comments. Vereda requested that if anyone had pictures of various public education events, to send them so they could be included on the PETS website. Susan stated that the next PET meeting is scheduled for May 18, 2010, in Dallas.

There were no other comments, questions, or business and the meeting was adjourned.