

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

INTEGRATED PUBLIC ALERT AND WARNING SYSTEM

March 17, 2016

MEETING MINUTES

ATTENDANCE

MEMBERS, REPRESENTING
PRESENT (Highlighted):

Chair: **Ulise Seal**, MN Fire Chiefs Association
Vice Chair: Michael Martin, MN Cable Companies
John Dooley, Committee Coordinator/ HSEM
Janell Rasmussen/David Kravik, BCA
Dana Wahlberg/Cathy Anderson/**Jackie Mines** DPS/ECN
Amber Schindeldecker – DPS Communications
Randy Willis, Minnesota Sheriffs Assn.
Todd Krause/Joe Calderone, National Weather Service
Bill Schmidt/Don Sheldrew, MN Dept. of Health
Jim duBois/Steve Woodbury, MN Broadcasters Assn.
Bryan Green/Terry Stoltzman, AMEM
Amy Hass, Xcel Energy
Scott Williams, Metro Radio Region/Ramsey County
vacant– NE Radio Region
Nancy Shafer/vacant, NW Radio Region
Don Heppleman/vacant, Twin Cities Public Television
Lillian McDonald, TPT/ECHO Minnesota
Bryan Gorman – Region 5
Mike Bromberg – Southeast Radio Region
Denison Hanson—MPR
Patrick Waletzko – Central MN RAC
Diane Lind—Dakota County
BJ Kohlstedt--Lake County Emergency Management
Joel Glaser, Ampers
Steve Ewing – Southwest ECB
*Members attending are marked with yellow highlight.

Guests reporting

| Name | Representing |
|---------------|--------------|
| Carol Salmon, | ECN |

CALL TO ORDER

Chair Seal calls the meeting to order at 1:03 with no quorum.

AGENDA

John Dooley requests to add to the agenda a discussion about positioning the future of the committee's work and also an introduction of Amber Schindeldecker from DPS Communications.

MINUTES

Lillian McDonald asks that the meeting minutes going forward include the meeting schedule for the year.

REPORT OF STANDING COMMITTEES

Policy (duBois/McDonald)

Jim duBois reports on the Emergency Alert System (EAS) Summit held in Washington, D.C. in February where he presented on Minnesota's multilingual EAS efforts. It was well received and there were a lot of questions. DuBois notes that the David Simpson, retired Navy Rear Admiral and Chief of the FCC's Public Safety and Homeland Security Bureau, had good things to say about the work being done in Minnesota on multi-lingual messaging and suggested that it could be a best practices model for the nation. That message was repeated at a meeting with the FCC later in the week. DuBois also had the opportunity to meet with Minnesota's members of Congress or their staff. He found interest in the offices of Klobuchar, Franken, McCollum, Ellison, Walz and Kline about multi-lingual initiatives and he will follow up. It was a very productive set of meetings and there were many accolades for Minnesota.

Chair Seal asks if any of the accolades were printed in a report or minutes. DuBois believes there were minutes from the EAS Summit and will look into it.

Jackie Mines says it would be good opportunity to put those accolades on the DPS Facebook page. She introduces Amber Schindeldecker, the new Public Information Officer for DPS, who will be working on this and other SECB initiatives.

Amber Schindeldecker adds that these accolades present a great opportunity to let the public know the good work being done. She asks committee members to share these kinds of comment with her and she will craft a message and get the word out.

Lillian McDonald welcomes Schindeldecker to the team and welcomes her new ideas. She adds that TPT/ECHO also had a representative in DC while Jim DuBois was there. McDonald will follow up on that and with local legislative leaders to continue conversations about the importance of the work. TPT/Echo has a Best Practices Guide on multi-lingual which was published by Wilder Foundation. That document will be presented by the CEO to the major market group of PBS stations tomorrow along with a presentation on the multi-lingual work funded by the Corporation for Public Broadcasting.

DuBois will reach out to Admiral Simpson to see if he would be willing put together a couple of paragraphs about our work and he will approach Klobuchar's office to see if she would write a letter of support.

Mines suggests using some of these quotes to create a one-pagers for commissioners and sheriffs who make the decisions in Greater Minnesota to purchase the necessary equipment and deploy it. It would also be useful to have one for the broadcasters saying here is what IPAWS is, here is why it has value to you, here's why you want to do and here are quotes from others stressing how important this is.

Shindeldecker recommends using different platforms depending on the audience and being strategic so that the message is communicated in the way that it will be best received. As our other initiatives are launched, it will be good to have these proofs of performance to show successes. If committee members pass along the information and quotes to Shindeldecker, she will select the quotes and will craft a message and determine the platform for the audience. She adds that it will be a collaborative process to determine a messaging plan.

Positioning of Future Work (McDonald)

Much of this was covered in the item above but McDonald adds that she is working with the Metro Region Emergency Managers on continuing the conversation and advancing multilingual work in other ways. She recommends that Shindeldecker form a small subcommittee and adds that there is a lot of information from past work that can be utilized.

Infrastructure (Dooley)

John Dooley gives an update on counties in the IPAWS applications process. He has had several discussions with counties and there were some technical difficulties that needed work-arounds related to zip files. Benton, Carver, Marshall, Stevens, Wadena and Wilkin Counties have all started the application process. The Todd County Board just approved the purchase of CodeRed so they will be starting the MOA process soon. Jackson County purchased All Alert which has an IPAWS module in it and has started the work on getting the MOA agreement. There are four counties in the Southwest region where we will work to find out the reasons they do not have the system.

Dooley notes that he had good results from three training classes held in Fergus Falls, Fargo, and St. Cloud. A few more sheriffs have participated. In St. Cloud, about two-thirds of the dispatch staff attended.

Public Information

Jackie Mines re-introduces Amber Schindeldecker. Schindeldecker says that she came from 12 years in TV news and most recently from Kare11 where she was the Monday through Friday 10 p.m. news producer. She wanted to be challenged in a new professional way to help people and deliver important information to communities, which is what she is passionate about. She is excited to be here and to think about new, exciting and fresh ways to tell our stories. Coming from a TV perspective she wants to be strategic in the ways we tell our stories and make sure that they are seen in a new and different light.

Chair Seal welcomes Schindeldecker and says that he looks forward to working with her and he is sure the rest of the committee does as well.

OLD BUSINESS

2016 IPAWS Committee Work Plan

Chair Seal introduces a discussion of the 2016 IPAWS Committee Work Plan. The plan requests a dedicated DPS employee for IPAWS program work, communications support dedicated to public information and communication, and use of contractors to provide support for training, exercising and the advancement of multi-lingual messaging. There is a focus on the need for mass notification as part of rail line safety. It is hoped that funding can be secured from the emergency management rail line funding.

Mines reports that she and John Dooley have been working on securing funding, putting together a strategic look at the priority counties, and how to get the word out. They are working with the Regional Interoperability Coordinators (RICs) on the public safety side. John Dooley has made a lot of presentations to the Emergency Managers, Mines thinks the committee needs to get word out to the sheriffs because in

Greater Minnesota they purchase the items needed. Securing approval from the sheriffs is important to help Emergency Mangers get the support they need. John Dooley will be doing presentations especially focusing on the Central, Southwest, South Central, and Southeast Regions where there is the biggest need. Mines is working with the RICs as well to help collect information on what is holding up the purchase in counties. Is it needing information or funding, and if funding, what kind of funding? Mines adds that the alert systems like CodeRed require that all of the 9-1-1 database information be downloaded into them so one of the holdups in deployment of IPAWs may be that some of the counties need help getting their databases together. The plan is to use a multi-pronged approach trying to hit all of the reasons that people say no and what can be done to dispel those reasons.

McDonald responds that Julie Anderson collected a survey that the committee put together with some of the answers to the questions just outlined. Some of that information exists. She adds that she is having conversations with Metro Emergency Managers which might help to clarify some of this. She is happy to assist.

Mines adds that the two big focuses in the work plan for this year are on getting the counties along the rail lines 100% on board by the end of the year and on multilingual messaging in the Metro.

Chair Seal notes that we may be able to build some synergy as we work along the rail lines counties and suggests that the subject of multilingual messaging be broached at the same time because he thinks the funding for the rail line counties will also apply to multilingual.

Mines will add multilingual to the rail line counties and will focus on those two initiatives as top priorities.

Steve Woodbury asks when it is planned to start integrating radio and television along the rail route.

Seal says that is also part of the work plan. That integration and those contacts will be made. In the work plan is not only getting people equipped and hooked up but also doing exercises and actual practice of alerting so it would be necessary to make contact with the communications people at the same time. The first focus will be getting counties connected and equipped and at the same time making those contacts and building those partnerships and then doing tests and exercises.

Woodbury suggests that it may be more helpful to involve the stations and entities early in the education process.

Woodbury and McDonald will give Mines a list of broadcasters along the rail lines.

NEW BUSINESS

Attendance and Roster

Carol Salmon reports that she provides the committee attendance at the beginning of the year for all of the SECB committees to show where there has been attendance, where there are vacancies and where there might be members who are no longer active. Inactive or vacant representatives can make it difficult to reach a quorum. The committee has some vacancies in the membership that is listed in statute. She also asks committee members to please look at their contact information to see if anything needs updating.

Chair Seal would like to reach out to non-participating members to see if they are still interested. He will take a look at it and come up with a process on how to reach out to those folks and will work with Dooley and Salmon. Mines adds that there is a template letter that can be sent out. Seal would like to reach out to certain individuals first. Letters can be sent to agencies where there are vacancies. Salmon and Mines will

work on those.

Attendance and Roster

Chair Seal notes that power point templates have been created for all of the SECB Committees. When the committee does presentations this template should be used. This is part of an effort to create a uniform look for the SECB. The templates are on the IPAWS page of the SECB/ECN website or contact Carol Salmon for copies.

OTHER BUSINESS ANNOUNCEMENTS

Speaking Engagements

Jim duBois reports that there will be a tornado test on April 14, as has been done in previous years. If there is severe weather on that day it will be moved to the following day. The FCC gave a waiver to use the live tornado code, as in the past several years. Todd Krauss has been invited to speak on the public affairs show Access Minnesota, which airs on about 45 radio stations statewide. It will air a couple of weeks in advance of the test. Kraus will talk about Severe Weather Awareness Week and the test and will answer general questions about severe weather and safety precautions.

Chair Seal says we appreciate the participation from the broadcasters.

John Dooley says an IPAWS Best Practices workshop is scheduled for March 24 in Rochester. Seal says the feedback he has been getting on the workshops has been positive.

Seal appreciates those who have called in for their attendance.

MEETING ADJOURNS at 1:50 p.m.

The next meeting will take place on Thursday, May 19 at 1:00 p.m.

2016 Meeting Schedule

IPAWS meets on the third Thursday of the month at 1:00 p.m. via phone and WebEx.

January 21

March 17

May 19

July 21

September 15

November 10

(Note: The November meeting is one week earlier due to the November holiday and the SECB meeting schedule.)