
STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, JANUARY 14, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Members:

Present

Member/Alternate

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Carol LeDoux /Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

Bob Meyerson/Rick Juth

Dave Van Thiel

Rich Stanek/Jim Bayer

Al Fjerstad/Kristen Lahr

Representing

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT

MN State Patrol

MN.IT

Hennepin County Sheriff's Office

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol-Linnea Salmon DPS ECN

Rick Juth, ECN /

Cathy Anderson, ECN

Deputy Commissioner Mark Dunaski, DPS

Call to Order

Meeting is called to order at 1:02 p.m.

Approval of Agenda

Jim Bayer moves to approve agenda.

Dave Van Thiel seconds.

Motion carries.

Approval of Previous Meeting's Minutes

The December meeting minutes were omitted from the meeting packet and will be approved at next month's meeting.

Discussion Items

- **Standard 1.10.2 Requesting Participation by Non-Public Safety / Non – Public Service Organizations (Cathy Anderson)**

Anderson introduced the Standard as submitted in the meeting materials and explained that some concerns were raised by the regions and at the Operations and Technical Committee. There was confusion about who needed to submit a letter to be grandfathered in as sponsoring agencies and for which agencies. There was confusion about the purpose of ECN collecting the data and some were concerned that their radios were going to be shut off.

Anderson clarified that the purpose of collecting the information is to protect the system so we know who is on it and who might be in violation.

The committee discussed that the letter that was sent explaining what was required was confusing to many recipients. It was not clear to some that if an agency was written into a participation plan they did not need to send the information. It was confusing to some about what is a public safety entity. It was noted that those who submitted the letters understood what was required.

The committee discussed whether to extend the deadline for grandfathering sponsored agencies. There was agreement to extend the deadline to February 14 and to send out a clarifying letter about what is required.

Recommended bullet points for the letter:

- If the agency you are sponsoring is in your participation plan, you do not need to submit a letter. For example, public works.
- If you are an educational institution that is not part of your participation, you do have to send a letter. For example, a community college, university, etc.
- We need this information to protect the radio system.
- We will periodically look for updated information and please notify ECN if you have any changes.

- **Review Strategic Planning Meeting Outcomes (Jackie Mines)**

Director Mines presented her revision of the strategic plan. She explained that she revised it after a conversation with Deputy Commissioner Dunaski and asked him to share his thoughts.

Deputy Commissioner Dunaski noted that the SECB has started with a great process with the Strategic Planning Session to get input from the stakeholders. He explained that for a strategic plan, we want to talk about goals and where we want to be. It's our vision and destination. We want to point out articulately and briefly where we want to be, the mission is how we get there, and the goals are the way we work on the mission toward the vision.

Dunaski said legislators and elected officials like to have a one or one-and-a-half page document that briefly spells out the vision, the mission and three or four over-arching goals. The benchmarks of who is going to do it and how long it will take would be in the more robust document for the board to look at twice a year but not have it on the one page.

Dunaski suggested that the committee might want to look at some of the SECB's enabling language and interlace some of that into the mission.

Committee members liked the format and length of the document Mines distributed at the meeting.

Mines reviewed the document. She said the statewide goal is about making sure systems are interoperable crossing every communications system we have.

Glaccum suggested, "Provide reliable interoperable communications systems for public safety responders."

Mines said the vision is where we want to be 4-5 years from now. She reviewed the vision as written. There was consensus that the vision was good as written.

Mines explained that the mission is how we do the vision. Van Thiel suggested, "Enable and facilitate emergency responders and citizens to communicate in critical emergency situations by providing a reliable and robust network that provides interoperable communications across counties, state and federal regions."

Fjerstad suggested adding tribal regions.

Mines said the actionable items are the bullet points.

The committee discussed the order of the goals. There was agreement that goal one should be technology, goal two should be secure funding and goal three should be education and training.

There was discussion about timeline and process and agreement that, because of the need for something to use at the legislative session, the document could be submitted to the SECB as version one. Committee members agreed that the document could be considered a work in progress and revised again later.

There was discussion about how to word the goals. A recommendation to consider what is the end result we want and what is it that we are trying to get done.

For goal one, Glaccum suggests, "Continual evaluation of technology changes and implement as appropriate."

Rohret suggests, "Evaluate technology changes..."

Van Thiel recommends using language that is results oriented. How does the goal get back to our vision? For example, something like, "Continually evaluate technology to find which ones will leverage the investment in the ARMER System and which will deliver a more effective safety environment for citizens." We want to provide the best safety solution we can at the best cost.

Mines suggests, "Evaluate technology to provide optimal technology systems to provide the optimum safety solutions for citizens and emergency responders."

Under the ARMER section of Goal 1: "Provide seamless interoperable communication through all 87 counties in MN."

Under the heading of IPAWS, the committee asked what it is. How can it be explained? It's a quick way to get information about a lost child, hazmat--ubiquitous communications through all kinds of devices and communications systems.

Glaccum suggests, "Deployment and adoption of IPAWs to facilitate communications to the public when the need arises."

Under Wireless Broadband for Public Safety:

“Advise the governor of the risks and benefits of the FirstNet.”

Van Thiel asks what the benefits of the potential future features and capabilities are. Take a look at the technology to see if it adds value or not. What is going to allow me to do? What is the end result? What is the benefit to public safety?

“Evaluate the benefits and features of a dedicated broadband for public safety.”

Glaccum says it is a reliable dedicated public safety network which would continue to provide access to public data in high demand situations.

Goal 2) Ensure adequate funding for state and local units of government to support public safety.

“Raise the 9-1-1 fee to support SECB initiatives and strategic goals.”

Agreement that committee members will continue working over the next few days by email in order to have something to present to the January meeting of the SECB. Agreement that this is a work in progress but the timeline of the legislative session makes it important to have version one ready quickly.

Meeting adjourns at 2:56 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, APRIL 8, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE
4501 68TH AVE N
BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Members:

Present

Member/Alternate

Dan Hartog, CHAIR

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Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

Dave Van Thiel

Rich Stanek/Kathy Hughes

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Hennepin County Sheriff's Office

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol-Linnea Salmon DPS ECN

Rick Juth, ECN /

Jill Rohret/MESB

Kent Wilkening SW RAC

Commissioner Slavik

Call to Order

Meeting is called to order at 1:00 p.m.

Approval of Agenda

Joe Glaccum moves to approve agenda.

Dave Van Thiel seconds.

Motion carries.

Approval of Previous Meeting's Minutes

Al Fjerstad moves to approve minutes from December 2014 and January 2015.

Glaccum seconds.

Motion carries.

Discussion Items

- **Legislative Committee (Jackie Mines)**

Jackie Mines describes some of the issues regarding the current status of the Legislative Committee. There is currently no committee chair. The representation as it stands now includes members who are good resources but not available for regular ongoing meetings. They are good representatives to bring in as needed for lobbying efforts. The legislative committee needs to be meeting at this time of year to prepare for next year's legislature because everything needs to be decided by the August / September timeline for the Governor's budget. With the current membership of the Legislative Committee it has been difficult to get a quorum. The representatives from the associations are not able to participate on a regular basis. If there were regular participation throughout the year it would be more helpful when it is time to present the budget. If the governor did not support our budget, Mines and others who are state employees would not be able to support it in front of the legislature. If that were to happen, we would need a strong committee chair to take leadership. In addition to budget years, on the off years there may be times we want to change the statute. And this committee will need to be driving the big decisions with FirstNet.

Discussion of the membership of the committee. What would it look like if it is not the associations? Discussion about regional representation and regional support at the legislature. It would be helpful to have people on the committee who would have time and interest in going up to the capital or the SECB could hire a lobbyist. A lobbyist could help with communication between the regions and the work of the committee. Mines would like for ECN have voting representation on this committee because of its interest regarding funding.

Chair Hartog thinks we still need the boots on the ground from the associations.

Mukhtar Thakur says we do need to have a communication structure that works both ways and is good at taking info back to their regions. The only way to infuse that is to have multiple layers of information. The reason it becomes important is that the one time you need to get together, you do have the infrastructure in place to have them get a meeting together. Most times you will not need to do that but the one time you need it you do have the infrastructure place. That's the way statewide bureaucracy works. He has seen amazing work being done by the transit board to use this mechanism to tremendous effect. This process works very well. It is onerous and weighty. Trying to get information to flow both ways is a major exercise.

Rick Juth says there are so many points of disconnect along the way for communication to not flow. To have it be effective, it has to be local. The commissioners should be reaching out to their legislators locally in the region to be most effective. And they shouldn't just be doing it now; they should be doing it throughout the year.

Discussion about whether it should be elected officials on the committee. Glaccum says can we say elected officials for this committee and then expect that we will get staff.

Mines says it isn't always the board members that are the strongest chairs. It's people who are passionate about the work. It doesn't have to be an elected official to be effective. She thinks if we open up who can be on the board then the leadership will appear.

Chair Hartog says when ARMER came on it came down that "the state is making us do this". Now with FirstNet, we are hearing something similar. It's important to educate the commissioners and get them on the committee.

Mines asks Kent Wilkening if he has a good group of commissioners for this.

Wilkening says he has one that might work well. Wilkening says the commissioners have dealt with roads and bridges and snowplowing forever. This is something very new to them. To get them used to this, they have to be educated all the time because they are not used to it.

Thakur says it took transit a long time and a significant investment before the first rail was built. It is an exceptionally challenging endeavor.

Mines says the AMC commissioners on the public safety committee were engaged but she was amazed how many she talked with said they did not like lobbying and wanted the state to do it. We want motivated people and who that is might vary by region. Somebody should represent each region's board but the best one may not always be a commissioner.

Glaccum asks if each region had a discussion at the regional emergency communications boards of who would be the best person to come to this committee—would that happen?

Commissioner Slavik says with the larger counties the staff member is the more appropriate person. We are a jack of all trades and expert of none so in that case it probably wouldn't be a large county commissioner it would probably be a staff member who reports back to the board. You let the experts be present and help shape a policy.

Glaccum asks if the reps would be voting delegates?

Slavik says they've done it both ways.

Discussion about revising the SECB By-Laws to change the committee membership.

Mines proposes "Membership is comprised of one primary and one alternate from each of the seven regional radio boards or as identified by the board and the MN Dept of Transportation, Department of Public Safety, and as invited members, MN Ambulance Association, MN Sheriff's Association, MN Police of Chiefs Association, and MN Fire Chief's Association."

The thinking behind the "invited" is to invite participation but not throw off a quorum.

Glaccum suggests, "Representative of each of the seven regional radio boards or designee..." and also "other membership as deemed appropriate by the chair."

Glaccum proposes, under the title of Standing Committees, "The following standing committees and membership are established. At the discretion of the SECB, additional membership to the committees may be added." Agreement to make this change.

Mines says under Finance Committee we need to make another change. The Department of Finance has taken itself out under statute. We need to take MN Department of Finance off the Finance Committee membership. We could add the Department of Health.

Juth says change everywhere it mentions regional radio boards to regional ECBs and Emergency Regional Service Boards.

Discussion about whether it is appropriate for ECN to be a voting member of the committee. Mines says in the case of this particular committee—if this committee was to do something different than was in the governor's budget—ECN has the responsibility under statute to disburse the money. If you had two thirds of the board say we are going to do this and ECN had no opportunity to say you haven't thought about all these

ramifications because ECN oversees the budget there could be problems. This came to light in a discussion of whether or not the board should have its own staff and not engage ECN at all. Part of the reason public safety is at the table is because it has the funding mechanism.

This would not be a huge departure because DPS chairs the board by statute and is a voting member.

Mines says we will red-line the by-laws and bring them back to the committee next month with the recommended changes. If you have other changes, bring them up now.

Mines suggests that the Televate Governance Report be tabled until next month.

Mines points out the attendance chart in the packet. This can be brought back to the regions to show where there is representation and attendance.

Thakur moves to adjourn

Van Thiel seconds.

Meeting adjourns at 2:50 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, MAY 13, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Member/Alternate Representing

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

Dave Van Thiel

Rich Stanek/Kathy Hughes

Al Fjerstad/Kristen Lahr

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT

MN State Patrol

MN.IT

Hennepin County Sheriff's Office

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Cathy Anderson, DPS ECN

John Vavruska, HCSO

CALL TO ORDER

Meeting is called to order at 1:00 p.m. with a quorum.

APPROVAL OF AGENDA

Chair Hartog requests to amend the agenda to table the Strategic Plan discussion until the next meeting, and to discuss the SECB Bylaws before the Televised Governance Structure Report. Director Mines will excuse herself from the meeting during the last item.

Al Fjerstad moves to approve agenda as amended.

Dave Van Thiel seconds.

Motion carries.

Approval of Previous Meeting's Minutes

Fjerstad moves to approve the April minutes.

Van Thiel seconds.

Motion carries.

Discussion Items

LEGISLATIVE COMMITTEE (JACKIE MINES)

Jackie Mines reports that the Legislative Committee met and has a new chair – Commissioner Liz Workman, Dakota County. Workman is excited to do it and Mines says she will be a great addition.

This month's Legislative Committee meeting was informational only, with no quorum. She invited Legislative Committee members to attend today's Steering Committee meeting. The feedback from Legislative Committee members is that they would like to have each region represented and have at least the Minnesota Sheriff's Association (MSA), the Chiefs of Police Association and Ambulance Association as part of the group so they can bring the message forward. The committee talked about whether the regional representatives should be elected officials and there was no consensus on that. We can make that decision at this meeting and bring our recommended changes to the Legislative Committee for their feedback.

One concern brought up want to make sure that the Association of Minnesota Counties has some representation because they help at the legislature. The MSA wants to be represented somehow and we'd like the police chiefs, ambulance, and fire to be there – the question becomes how you get active engagement. If the lobbyists are the only people that are listed as committee members, it's probably not conducive to seeing them outside of one or two sessions. It might be better for the committee to have fire represented through regional representatives. And if we got a good cross section the lobbyist or association presidents could come and go as we need them.

The idea was let's make sure the people listed are ones that have to show up to every meeting for us to get a quorum. Then we can always invite the MSA, police chiefs, etc. as open members. They can always attend and weigh in and we can give a special invitation when it's necessary or those associations can make sure a region has someone representing the association.

Joe Glaccum points out the attendance guidelines that are in the bylaws. He prefers that the membership be identified and if people are not making the meetings they do not count toward the quorum, as allowed by the bylaws.

Discussion and agreement that it should be a primary and an alternate from each region. A second alternate can be allowed as well.

Discussion about whether to reduce the quorum required for this committee. It is noted that quorum is one issue but also getting the right membership is an issue.

Mines says the people who are listed are association presidents or their lobbyist, outside of the MSA. The problem was that they are pretty busy during the legislative session time and also difficult to capture during the year. It's probably better to get the local people and the regions represented because when push comes to shove at the legislature we can always get the associations to help but what's difficult is to get the regions to contact their legislators. It helps to have that local push.

Glaccum clarifies that the attendance guidelines say a quorum is 51% but if your committee is 20 people and only 10 are showing up consistently then your quorum is six. People need to attend 75% of the meetings on

a rolling calendar. (From the bylaws, top of page 2, under Attendance.) He adds that we should track and know at any time what the attendance has been so the chair can make these decisions.

Continued discussion of legislative committee membership and whether to name or not name the associations. Agreement to keep the associations listed under membership in the bylaws. The representation for associations could come via regional representatives and then invite association representatives where there are gaps.

It was noted that the Minnesota Indian Affairs Council was only listed under membership for the Interoperable Data Committee. Agreement to add Minnesota Indian Affairs Council to each committee's membership list in the bylaws.

Glaccum moves to add to each one of the committees' membership the Minnesota Indian Affairs Council and to add to the Legislative Committee membership each regional radio board.

Van Thiel seconds.

Motion carries.

SECB BY-LAWS (JACKIE MINES)

Mines walks through suggested changes to the SECB bylaws. In the first paragraph she suggests that SECB be added after the words Statewide Emergency Communications Board.

Under Article III: Membership, Mines states that the commissioner of management and budget has removed the department from the statute based on a directive from higher up and therefore should be removed from the bylaws.

Agreement to add the Department of Health in place of Management and Budget.

Under letter (n) the language should be corrected to read "chair of the regional emergency services board for the metropolitan area" in place of the "chair of the regional radio board for the metropolitan area."

Under letter (o) the language should be changed to read "a representative of greater Minnesota regional emergency communications or emergency services boards..."

Under 2. Attendance, SRB should be corrected to read SECB and the spelling of presence should be corrected.

On page 3, under Article VI: Committees, under Standing Committees, it should be changed to read: "The following standing committees and memberships are established. At the discretion of the SECB additional membership may be added to the committees by the chair."

Under Finance, the Minnesota Department of Finance should be taken off and the regional emergency services board for the metropolitan area and one regional emergency services or regional emergency communications board from greater Minnesota should be added.

Glaccum suggests making it clear when the intent is to include one regional representative from greater Minnesota. On page 1, under Membership, (o) "One representative from the greater Minnesota regional emergency communications or emergency services boards..."

Under Steering it should read "one regional emergency communications or emergency services boards from greater Minnesota, one regional emergency services board for the metropolitan area.."

Glaccum suggest listing the membership in a consistent order under each committee. Board, departments and then associations.

Rohret points out that under Interoperability the Membership paragraph is missing a bullet point.

Under Interoperable Data Minnesota Management and Budget should be deleted and the regional board names should be corrected. Under Next Generation 911 the regional board names should be corrected.

Glaccum asks why Interoperability spells out two representatives from each association, one from greater MN and one from metro, and is that being achieved. Mines says that was a requirement and copied from federal language but it doesn't need to be written just like that.

Fjerstad moves to adopt the edits to the bylaws that are outlined above.

Van Thiel seconds.

Motion carries.

Mines will make the edits and send them to the Steering Committee and then on to the Legislative Committee for review. If there is something of concern to the Legislative Committee then the bylaws will come back to the Steering Committee for discussion.

TELEVATE GOVERNANCE STRUCTURE REPORT (JACKIE MINES)

Mines refers to page 17 of the report which was submitted in the meeting materials. The report points out that the 2013 SECB statute gives SECB the authority to develop and maintain a plan for public safety broadband network but it does not state that the SECB has authority for implementation of that plan. Televate's position is whether we opt-in or opt-out, we would need to change our statute to make the board responsible for implementation of a public safety broadband network. The state plan isn't supposed to come out from FirstNet until December or maybe January or February. We have some time. Televate is recommending that until the Governor makes an opt-in/opt-out decision we may not want to change the statute because there may be other things we may want to put in. In addition, state law does not define the regional emergency communications boards as having a role in the planning, deployment, or operation of a public safety broadband network. She brings these to the committee's attention as a head up for future consideration.

Mines refers to the section titled "Perception Issues to Consider" on page 19 of the Televate report. She says there was quite a bit of discussion about whether or not this was the proper document to put the perception issues in. The purpose of the report was to investigate whether the existing governance structure could meet the needs of a consultation with FirstNet.

Ken Boley of Televate interviewed people and these are the perception issues he reported from those interviews. Mines stresses that these are perceptions that have not been investigated and that they come from interviews with about fifteen people. Mines suggests the committee could invite Boley to come in or meet over the phone to get more of his perspective.

Mines reviews the perception issues as outlined in the Televate report. She then leaves the meeting.

Discussion about the perception issues and agreement that some action should be taken. Possibilities considered were having additional meetings similar to the Strategic Planning Session, having focus groups, doing surveys or interviews, hiring a vendor to advise the committee. Discussion about the difficulties of conducting interviews or writing surveys and agreement that an outside party should do it. Discussion about whether an education campaign should happen before collecting information (for example by survey or focus group) or if it should happen afterwards. What is the best timing for checking to see if these perceptions are

shared (before or after education and outreach) and who are the best people to ask.

Committee decides to invite Judy Plante, who facilitated the Strategic Planning Session, to attend the next meeting to help steer the committee to the next step in this process.

Dave Van Thiel will talk to Judy Plante to give her background on what the issues are.

Mukhtar Thakur will talk with people at MnDot to get information about focus groups.

Discussion about education and outreach. Education is an investment. Keep it simple, especially around FirstNet. Frequent short bursts. Tasking the Legislative Committee with this but the Steering Committee could begin doing this work while the Legislative Committee is building itself up. Agreement to talk about education and outreach at the next meeting.

Glaccum moves to adjourn.

Fjerstad seconds.

Meeting adjourned at 3:04 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, JUNE 10, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE
4501 68TH AVE N
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MEETING MINUTES

Attendance

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VACANT

Dave Van Thiel

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Representing

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT

MN State Patrol

MN.IT

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol Salmon, DPS ECN

Rubin Walker, ECN

Judy Plante,

CALL TO ORDER

Meeting is called to order at 1:03 p.m. with a quorum.

APPROVAL OF AGENDA

Al Fjerstad moves to approve agenda.

Dave Van Thiel seconds.

Motion carries.

APPROVAL OF PREVIOUS MEETING'S MINUTES

Fjerstad moves to approve the May minutes.

Van Thiel seconds.

Motion carries.

Discussion Items

PLANNING FOR EDUCATION AND OUTREACH (JUDY PLANTE)

Judy Plante was invited the meeting to advise the committee on how to address the perception issues that were outlined in the Televate governance report (Minnesota –FirstNet Consultation Project Governance Recommendation Report, March 30 2015).

Plante says she looked at the comments and there may be issues in a couple of areas and wants to test them out with the committee. The first area might be the need for an easy plain-language explanation for people of who/what the SECB is and what it does. When she sees complaints about not getting timely or complete information, sometimes there is a disconnect in what people are expecting. What is a reasonable expectation for information turn-around? Do the players understand what your role is and what they can expect from you? If you get an overwhelming reaction of not having expectations met, then you need to look at your own expectation.

What proactive ways do you have to communicate to the broader community? It could be that you need to do a survey or other feedback mechanism. A communications assessment. A communications professional can create this. Who are the stakeholders for our communications? This is what we are expecting to put out, is that frequent enough, are they getting what they need. Should we be putting more out? Expectation management both with the stakeholder groups and also what are our expectations. What is the frequency expectation and what is reasonable.

The authors of the report were clear to say this was based on a small number of interviews. It may not be an issue—it's a small slice of the pie. We won't really know unless you get further information.

Mukhtar Thakur thanks Plante and says yes the number of people that were interviewed may not have reflected the views of the larger body. He asks her to speak more about the idea of further evaluation.

Plante says first of all determine who your audience is. You could do a pretty light survey that would say—here is the work of the SECB with FirstNet. Here's the communication plan--e.g. once a quarter we send out an update. You could ask a couple of questions such as, *"Do you get the content you are looking for--yes or no? If not, what are you looking for? Do you get the frequency you need—yes or no? If not, what are you looking for? Our intention is to communicate with you. Are you getting what you need, when you need it?"*

Without doing more information gathering, you are left with an observation of a small group of people who were interviewed and who may or may not represent the whole. It would be good to discover one way or another whether the views are more broadly held. Either by talking to the people on the interview list and asking them to say more or sending something to the broader community saying these things were raised as possible issues and what do you think about it. Find out if the perception is rooted in reality. A few people reported these issues but how many people share this view? Is it from one part of the state? You might be meeting the needs of 95% of the people and then you have 5% people wanting something else.

Thakur asks what are some easy ways we can test that and come up with information about the perception. He adds that in the Televate report 22 people were interviewed.

Plante suggests a survey or informal questionnaire. Identify the slice of people who should be hearing the news. Compiling the lists is probably the hardest thing. Send something brief. For example, *"We've had some feedback that you may or may not be getting all the information you need. Please answer these few questions about the information you receive—are you getting the information, is it timely and is it what you need?"* She recommends testing the communications first before trying to fix it.

Mines says what she is hearing Plante say is that it doesn't have to be a scientific survey but something we could pull it together easily and send to the lists we already have and keep it simple.

Plante says yes and give room to comment. She has done this with various clients and she specifically calls it a questionnaire instead of a survey so no one gets hung up on how scientific it is. It is just to get a flavor of what is out there.

Mines says we may get some good ideas on better types of communication vehicles--maybe there's something we haven't thought about that would be helpful.

Plante adds that not every survey or questionnaire has to be anonymous. Ask them to give their honest feedback. You may want to get contact information so you can identify what part of the state they are from to see if there is a region where the breakdown is.

Joe Glaccum says he is hesitant to ask the broader group what we could do better. He was interviewed for the Televate report and it was a long time ago and he can't remember his answers. They might be different today. What if we go back to the 20 people and ask the question again. What if we tell the broader group that we are going back to the 20 people and invite the broader group to also comment if they wish.

Plante says if you put out a questionnaire and the result is you find out you don't have an issue then you follow up saying, *"Thank you for your help, it looks like things are going well for now, but if you have a suggestion we are always open to feedback."* She recommends that the committee check this out further before trying to fix something that is not broken.

A suggestion is made to use the bullets on page 19 in the Televate report.

- Information flow
- Deference to technical participants
- Participation engagement
- State/local relations
- Urban/rural relations

General agreement to call it questionnaire not a survey. Plante recommends keeping it short.

Glaccum says let's do a communication to these 22 and say is your perception still this? And tell the broader group we are doing it.

Jill Rohret says leave room for comments, more than yes or no, because it was so long ago and people may have forgotten.

Thakur asks what if this develops into something we are not planning for. Whatever perceptions that are there, if they are negative, we should try to address them if the requests are reasonable. The urban and rural relations one is probably the most genuine perception and also one we can't do much about. He sees it quite a bit in his work. He questions the deference to technical people issue.

Mines says she understood it to mean that there are a lot of technical people who attend committee meetings from regions and are speaking on behalf of their regions but the operational people from the regions are not always in step with the technical people. Mines thinks it's insightful that there were different interpretations. Maybe we don't have a real clear picture of the problem because we didn't see the survey or the questions. She thinks these questions were not just about FirstNet but overall about how the board is performing and where is the board not performing.

Rohret says that is how she remembers it—that it was about the SECB and how it governs and not about FirstNet.

Plante leaves the meeting at 1:43 p.m. Committee thanks Plante for her help and insight.

Further discussion about communications. Because of frequent turn-over and the technical nature of the subject, there is a need to continually be educating and reeducating people and using everyday language. There are many acronyms and even those well educated in the subject do not know all of the acronyms. Keep in mind audience. The challenge of having a mixed audience.

Mines suggests an SECB trifold pamphlet in very plain English saying here is what this technology means and what it provides for your citizens. It could be used for new commissioners, new sheriffs, the public.

Fjerstad says Micah Myers has an extensive list of acronyms that is included in every agenda and all the minutes and everything that goes out. They hand it out to commissioners, etc. People are afraid to ask because they think they are the only one in the room who doesn't know.

Committee agrees to come up with a simple questionnaire to the 22 people originally interviewed that will ask if the perceptions are current for today. *This is what was found – do you agree or not? How do you feel about it today?* Begin with a paragraph saying we want to see if these perceptions are still real and/or if they exist today.

Van Thiel says he prefers more of a check off rather than having to write an answer. He thinks it should say, *“Here are the perceptions from a year ago. We are trying to assess if it is an issue or not. Is it still an issue, not an issue, somewhat of an issue? If it is, what are the concerns? Do you have any ideas how we can fix it?”*

Discussion about whether to ask if the perceptions are on the regional or state level. Agreement to stay with the original questioning about the SECB—the state level. Stay with the perceptions from the report. Don't add in the regional level.

The committee agrees to have Mines work with the DPS Communications Department to create a draft questionnaire and bring it back to the committee for review at the next meeting.

SECB BY-LAWS (JACKIE MINES)

Mines presents the revisions to the by-laws as submitted in the meeting materials and asks if the committee has any additional changes.

Discussion about the Legislative Committee's name and role being changed to include education and outreach. Agreement to form a subcommittee under the Steering Committee to do this work.

It is noted that Tribal Government should be included as a member under every committee. This was moved at the last Steering Committee meeting but was inadvertently omitted in the current version of the by-laws.

Question about whether or not the statute needs to be changed to include the Department of Health in place of the Department of Finance. Mines will ask Joe Newton to advise on this. If a change to the statute is required, then the Commissioner of Health may be invited to participate but may not be a voting member until the statute is changed. The same applies to adding the Indian Affairs Council or Tribal Government to the board membership.

Rohret reads from Statute 403.36 Subdivision 1 Membership. "The board consists of the following members or their designees..." There are discrepancies between the SECB by-laws and the statute. Agreement to revise the by-laws to match the language in the statute.

Glaccum moves to forward the proposed revised by-laws to the SECB with the following stipulations:

- **obtain legal counsel on the membership addition of the Commissioner of Health;**
- **change the membership section to match Statute 403.36 Subdivision 1;**
- **add the Indian Affairs Council to each committee's membership.**

Rohret seconds.

Motion carries.

Discussion about the Education and Outreach subcommittee and what its membership should be. Agreement to put this on the agenda for the next committee meeting.

Fjerstad moves to adjourn.

Hartog seconds.

Motion carries.

Meeting adjourns at 2:55 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, JULY 8, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Members:

Member/Alternate

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

VACANT

Al Fjerstad/Kristen Lahr\

Representing

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT

MN State Patrol

MN.IT

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol Salmon, DPS ECN

Julie Anderson, DPS Communications

Rick Juth, DPS ECN

CALL TO ORDER

Meeting is called to order at 1:03 p.m. with a quorum.

APPROVAL OF AGENDA

Joe Glaccum moves to approve agenda.

Jill Rohret seconds.

Motion carries.

APPROVAL OF PREVIOUS MEETING'S MINUTES

Jill Rohret moves to approve the June minutes.

Glaccum seconds.

Motion carries.

Action Items

SECB GOVERNANCE QUESTIONNAIRE (JULIE ANDERSON)

Julie Anderson from DPS Communications Department introduces the questionnaire as presented in the meeting materials. She reads from the questionnaire.

Jackie reads from an email from Mukhtar Thakur saying that he suggests a preamble paragraph before each question to say what the SECB does do and the information it provides so that people can be refreshed about what has been happening.

Rohret asks if this is only going to the 20 people first. Yes.

Then to a larger group?

Jill says if the only option for response is to write something people will not respond. She thinks it should have a multiple choice option, especially for a wider audience.

Glaccum agrees.

Anderson suggests putting the preamble information in the letter.

Glaccum asks if we sound defensive if we put in preamble information.

Mukhtar says we have done all these things and he thinks people want the refresh. Or we can leave it blank and we can find out exactly what people think.

Rohret thinks the email can give the background/refresh information.

Thakur says we should see what happens if we go with the blank approach.

Hartog says those being surveyed are the ones who are involved and should know what we've been doing.

Rohret asks if that questions means from the SECB to its members.

Glaccum's response is that the question should be is it often enough and getting to the right people—that's what we want to know.

Mines says she thinks that would be a more accurate reflection of what we saw in the feedback.

Rohret says if you are saying from the SECB and its committees—via ECN. She doesn't get the emails from the members of the SECB (board members) she would say strictly SECB—no, but via ECN on behalf of the SECB – she would say yes.

Mines says we want to focus on the SECB and its committees, not ECN.

Glaccum disagrees because ECN sends stuff on behalf of committees and SECB all the time.

Rohret agrees and thinks if we are looking at are the regional representatives reporting back, that is a different question. In some regions we don't get a report back.

Mines says maybe that's two questions. Is your representative to the committee and the board relaying the right information and frequent enough. Then the other one about SECB as above.

Julie will work on making that two questions.

Glaccum says number 7 –he thinks the concern was that there were was too much technical representation. Are operational interests and concerns are represented as appropriately as technical concerns or represented as strongly as technical interests. Glaccum likes using the term ‘appropriately.’

Rohret says the technical people show up and the operational people don’t. She thinks the operational people don’t always understand. Decisions are made by those who show up.

Mines says even though the technical people show up, it should be made clear to the technical people that show up that they need to weigh in with their operational people to find out what the impact will be.

Mines says she heard expressed at the interop conference—a very active technical person said that they might agree to something and then to get their county to pay for it, telling them it’s the Board’s fault I need to do it. She thinks the operational and monetary people need a different kind of reporting back. Perhaps the technical people are not representing the whole group of stakeholders in that example.

Glaccum says let’s say it’s come back saying for operational people it comes back very unfavorable. Then we communicate out the information to the technical people and also to the agencies –do you have the right people on the board/committee (if they are not reporting back or asking for weigh in).

Rick Juth asks Jill and Joe, because they have been with ARMER since the beginning, is the committee structure today meeting the needs of the ARMER community? Is it necessary today to have the same committees and make up that we had 15 years ago? He asks if that interop committee should be changed to an operations committee. Have a Technical Committee and an Operations Committee as two separate.

Glaccum thinks it’s a great question but his fear is that if it’s separated, we will get stuck in a loop.

Anderson says operational interests and concerns are represented adequately during the decision making process.

Everybody likes it.

Muhktar says ten or 15 years ago when this was started, the technical aspects were put in place because of getting it all built out. We could back this down now, but one concern is that the technology is changing so fast we need to find a suitable avenue to make that happen. Things are moving very fast in the technology world. At the beginning, the radios were usable for 15 or 20 years but now cell phones are outdated in a year. It’s a very big challenge. One thing it has done that is phenomenal—we have a governance structure that works very well, though cumbersome.

Hartog asks for any other questions on the questionnaire.

Anderson will make two questions for the first one. Jackie will send it to the committee again.

Mines asks if we have to send this to the board for approval. We can send it to those we were originally questioned.

Rohret says she thinks it depends on how you frame it. You could say that the Steering Committee is reviewing the report and seeking more information. That would be okay without board action but maybe board action before sending it to the larger community.

Glaccum says we are investigating so we can find out information to present to the Board. We don't need to ask the Board's permission to get information.

Mines asks if everyone will send back an email one way or another when she sends it out so she will know and then we will get it out the door.

Discussion Items

EDUCATION AND OUTREACH SUBCOMMITTEE (DAN HARTOG)

Hartog reminds the group that the committee decided it would be best to have it as a subcommittee of the Steering Committee.

Glaccum says

Mines asks for clarification that this would be more outreach, not training for example.

Glaccum says he thinks that's true. They are talking about subscriber equipment education. There is a need for that but that is different. This would be more for decision makers.

Mines says the training standards is talking about forming a subcommittee on training but that would be very different.

Rohret says the Steering Committee is global—not just ARMER but also IPAWS, FirstNet, etc.

Mines says it's a good place to help people to understand strategic planning, how the budget works, and how it all fits together.

Hartog asks how we do that. Do we develop a two-pager and try to keep it updated?

Glaccum asks why we don't recruit a chair.

Anderson says she is the IPAWS Public Education and Outreach Subcommittee Co-Chair. They have been doing some two-pagers and have discussed that the SECB needs its own look, needs its own PowerPoint. It needs to look like official business. She would be willing to share what they've talked about on IPAWS.

Rohret says that would help with people not identifying things to ECN

Mines says she and Anderson have talked about this. The SECB needs some branding work. She thinks that will help people a great deal in understanding who is sending the message and why. She thinks it will infuse some life into the work as well.

Mines also thinks not only would we have documentation, but volunteers on this committee who represent different organizations that our stakeholders would go out and do presentations as well. She thinks if there were people from the subcommittee that actually did the presentations or at least attended the meeting that would mean a lot more to the organizations to hear or see one of their own. We get in front of the MSA and a couple others, but it would be great to do this.

Glaccum asks if the IPAWS Committee would be interested in expanding their work.

Anderson says expanding it out would be okay.

Rohret says she knows that IPAWS has a lot of communications industry people on it.

Anderson says it is really she and Scott Williams. It doesn't seem to make a lot of sense to just develop materials for IPAWS. It could be for the entire SECB. We are just beginning our outreach campaign for IPAWS because the counties are just coming on board.

Mines thinks it's a great idea. She has a little sensitivity on over-stepping HSEM on IPAWS but if the committee chair is okay with it, she thinks it's a great idea.

Anderson agrees says it would be great if we recruit more members.

Mines says she would like to recruit members from the Board, as well.

ECHO is Emergency Communications and Health Outreach (ECHO), and Lillian McDonald is on the subcommittee, as well.

Anderson asks who the spokesperson is for SECB - if we are able to get out the media, who is speaking for SECB.

Rohret says most people don't know what IPAWS is and we should get a different perspective from people who aren't involved in it every day.

Anderson said there is a lot of plain language that could be done to show what great work this Board does.

Rohret says also having the ability to create information in other languages.

Mines says Julie Anderson will also help write out strategic plan. She will pull together a draft for Steering to review. Anderson will be a more permanent fixture with us. She has also been doing ECN Facebook and website updates. She's been a huge help to our division and Mines is excited to have her on Board.

Anderson says it makes so much sense.

Rohret will bring it up to Ulie Seal tomorrow.

Glaccum thinks we should ask Julie to chair it right now and report back on membership.

Rohret thinks 4-5 if the people are active.

Glaccum has a couple of names in mind.

Anderson says she would be willing to chair it but wants to make sure we follow the proper protocol. She has to check with one other person and will report back about chairing.

Hartog knows of one person to ask from the Board.

Put this on the agenda for next time.

Glaccum moves to adjourn.

Rohret seconds.

Motion carries.

Meeting adjourns at 2:05 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, SEPTEMBER 9, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Member/Alternate

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

VACANT

Al Fjerstad/Kristen Lahr

Representing

Minnesota Sheriff's Assn.

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MN State Patrol

MN.IT

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol Salmon, DPS ECN

Julie Anderson, DPS Communications

Rick Juth, DPS ECN

CALL TO ORDER

Meeting is called to order at 1:03 p.m. with a quorum.

APPROVAL OF AGENDA

Joe Glaccum moves to approve agenda.

Mike Slavik seconds.

Motion carries.

APPROVAL OF PREVIOUS MEETING'S MINUTES

Glaccum moves to approve the July minutes (there was no meeting in August).

Al Fjerstad seconds.

Motion carries.

Discussion Items

RESULTS OF GOVERNANCE QUESTIONNAIRE (JACKIE MINES)

Jackie Mines gives a summary of the governance questionnaire results as presented in the meeting materials. Ten people took the survey. Three people retired since the previous survey was sent out and one declined to respond.

Jill Rohret notes that one of the consistent comments under the “disagrees” was related to the fact that there is not a tribal representative on the SECB.

Mines responds that one of the people questioned was the tribal representative at DPS. Mines was not surprised by the response from the interviewee. Marcus Bruning, the RIC from the NE and NW regions, who deals with a lot of the tribal regions, is very concerned that we don’t have a tribal spot on the board. This has come up related to FirstNet as well. One of our objectives for FirstNet was to make sure our governance structure met the needs of the FirstNet requirements. The one thing it does not really do is have tribal representation at the level that FirstNet would like.

Glaccum says we just made the change to the bylaws. What has the response been on the committee level?

Mines thinks it is too early to tell. It is a little tough to get to the right people to encourage them to be on the committees. She thinks it is good that we have representation at the regional levels. She thinks it will take sitting down and working with the tribes and we haven’t had the opportunity to do that yet. If the tribes show up at the regional meetings we are going to have to encourage them to get involved on the committee level. It is not easy to get tribal engagement on a regular basis.

Thakur says that historically this has been challenging for a number of reasons. We will have to start somewhere and make the best effort we can. MnDot has begun by hiring a tribal liaison. He thinks we should ask the tribes what they would like to do and start from there.

Mines thinks we can use FirstNet to help get them involved. AMEM has a conference next week and there is a tribal meeting and she has asked Marcus Bruning to attend and get their input on how best to get engagement and who they want invited to a meeting if we create a meeting with FirstNet. We can talk about participation on the board and the committees at that time. If we want to add tribal representation to the board this year we would have to have a statute amendment. It is a little late to open up the statute this year.

Glaccum thinks we reach out and say we have an opening for tribal representation and we would like participation and if it proves that their interests are not adequately represented at the board level we address it then. The openings are there on the committee level so let’s concentrate on that.

Moving on to the questions regarding regional leadership, Mines points out the comment, “I believe the SECB needs to engage regional leadership on a regular basis and develop opportunities for more participation.” She wonders what was meant by “engaging the regional leadership.” Did it mean the people who attend the Quarterly Leadership meetings are not meeting expectations? Or does it mean that there is not a good understanding that we have a Quarterly Leadership meeting? Regions need to encourage people to attend the Quarterly Leadership meetings or we need to find a different venue for dealing with regional leadership participation.

Glaccum says that would be a good question to ask at the next quarterly regional leadership meeting—is this venue working?

Fjerstad asks if the people who answered the survey even know that there is a quarterly leadership meeting.

Mines says the majority of the people on the list should know it. She thinks this is why we need education and outreach because it has become apparent that people are not clear about which meetings function in which

way. We should help people understand the role of the various committees.

Glaccum would like to discuss the responses to question 11: All members of the SECB and its committees are equally engaged and understand important concepts. 30% agree, 10% are neutral, 60% disagree.

Fjerstad says maybe there are people on the SECB who understand governance well but don't understand how a radio works—is that part of it?

Glaccum says he took the response and comments to support the conclusion that, like in most committees, there are a few who do a lot and others who are coasting. Maybe we share this with the SECB.

Mines says the regions need to hold people accountable—give a report—and if the RIC is disagreeing a lot with what happened—maybe that is a red flag about the committee member not really understanding what is happening. Some people think that this might mean that the commissioner attending the regional board and the state board meeting does not understand all the items being discussed. Every commissioner is not going to understand the technical details. But if their commissioner representing them is not reporting back at the local level then the regions need to decide if that particular person is the best representative.

Rohret says there have been these issues on the OTC for years. Over the last year it seems like people are attending the board meetings more regularly. By the time things get to the board, things have been discussed in great detail and what is presented is a summary. People don't ask questions, for whatever reason. When questions are asked, we've had some lengthy discussions. There hasn't been as much of this in recent years.

Mines says she thinks some of this is because there are not that many controversial subjects that come up now. More preparation is done in advance. She thinks we've had good discussion but there haven't been as many controversial subjects. That could change with FirstNet and NextGen911 going forward.

Rohret refers to the responses to the question about interoperability with Canada. Mines reports that there were some changes in personnel at the county that resulted in ECN hiring an outside consultant to work with the county to locate all the hardware purchased by ECN and sent to the county for the solution with Canada. The equipment has been located and a project plan and work is being done to acquire licensures for the two sites. A report will be given to the Interoperability Committee in November about the Canadian projects. The SWIC has been asked to investigate if there are interoperability issues with our neighboring states. We haven't heard of many issues and his goal is to find out if there are and if so to find a technical or operational solution.

Mines sums up the discussion with three goals:

- 1) Make a concerted effort to get tribal engagement at the committee level;
- 2) Address the regional leadership question with the RICs and at the Quarterly Leadership meeting to find out if there is a problem from their perspective and to explore ways to increase engagement;
- 3) Improve communication about the interoperability projects with Canada.

Thakur asks if the results should be presented to Judy Plante, who consulted with the committee on this survey. Do we want to ask her take a look at the results and give us her feedback?

Mines responds that Plante said based on the original responses she didn't know if we really had a problem. She gave suggestions on how to put a new survey together to find out if we did indeed have a problem. Her advice was that if the results of the survey showed we had a problem then the next step was to go to the larger membership and run the same type of survey. Mines says what she is hearing the committee say today is that there is nothing here that says we need a larger survey. There are some ways we can improve. Let's start to work on improvement and maybe we do this again in a year and see where we are.

Committee members agree.

EDUCATION AND OUTREACH SUBCOMMITTEE (JACKIE MINES)

Mines reports that she had conversations with Julie Anderson's boss and with Deputy Commissioner Dunaski and Ulie Seal about having Julie Anderson chair the Education and Outreach Subcommittee. The Deputy Commissioner is very supportive that all education and outreach activities, including those of IPAWS, be put under one subcommittee so that education and outreach is done with a consistent theme and that we create a common brand for the board and its committees. The Subcommittee will address the needs of the IPAWS committee to help accomplish its outreach goals. Right now it is IPAWS that needs education and outreach and in a year it will be Text-to-911 and then it will be GIS and then it will be FirstNet. We know that specific projects out of different committees will need to come back to the Education and Outreach Subcommittee for further help but the goal will be that we have consistent messaging and SECB branding so people are hearing the same themes from the various committees under the same brand with the same logo. We'll create SECB letterhead and have letters come from the SECB Chair and committee chairs rather than from ECN.

Mines adds that we've worked with Anderson's boss and will get her the needed resources. For example if we want to do a video, we can hire a firm. If for example IPAWS needs additional outside resources the Communications Department can help secure those and we can help fund them through the SECB.

The next step would be to call out for committee members/volunteers. Mines suggests tasking the RICS to make an announcement and putting out a memo on the listserv under Chair Hartog's name. Anderson will help Mines draft that letter.

Committee members agree this is a good idea.

Anderson says as we move forward this may give us a way to approach input for intra-communication between the committees and the regions in a more positive way—what would you like to see out of this committee—instead of focusing on problems. We can look toward the future and ways to go forward with better communication. There are lots of ideas and strategies we can talk about. Getting the information out that it exists and getting good volunteers is a great way to start. Anderson hands out to those in the room a matrix for an SECB Communication and Outreach Plan.

Mines says Anderson has been helping write all of our Facebook pages and What's New on the website and is very knowledgeable about all of the communication platforms and will be very helpful in working with us come up with a consistent message and one that is also in line with DPS's communications requirements.

STRATEGIC PLAN (JACKIE MINES)

Mines reviews that the committee created a two-page strategic plan for the legislature but the SECB always intended for the committee to prepare a full strategic plan report. Mines and Anderson worked on a document (as presented in the meeting materials) using the outcomes identified from the strategic planning session and looked at examples of what other DPS agencies have done. She asks committee members to give feedback on layout (is it readable) any changes, did we miss anything important from the Strategic Planning Session. After the committee gives feedback, Mines would like to give it to Commissioner Dunaski for feedback.

Anderson says this is just a roughly laid out representation—the graphic designer needs fairly defined document before he can do the layout.

Please give Mines any suggestions or changes within the next two weeks. She will bring changes to the next meeting. Mines asks for photos from regions. Anderson says she can go out and take more at regional gatherings. Mines says any kind of action photos would be perfect. Thakur will send photos of ARMER towers.

SECB BRANDING (JACKIE MINES)

Mines introduces the topic by saying it would be good to have an SECB logo to help with branding and to differentiate between the SECB and the state. When communications come out on ECN or MnDOT letterhead it is confusing and people get the idea it is coming from the state. People need to understand who is making the decision and where the message is coming from. We need to come up with a logo and letterhead showing that the message is coming from the SECB and its collective decision making power.

She reviews some of the ideas that were presented in the past for an SECB logo, as presented in the meeting materials. Anderson sent one which is a picture of the state with fire, law and EMS logos. Mines identifies that she also received a suggestion of putting 911 in the middle of this logo because every call originates with a 911 call or request for assistance. Mines describes another logo which is a headset with the fire, law, ems emblems inside. The committee is asked to give ideas and input.

Anderson says what makes a great logo is showing the work that you are doing and why it exists. It is about serving the person who is going to see the logo and that they understand that the board has authority, it is a decision making board, that there is a reason that this message is coming from the board and not ECN or one of the other agencies. It needs to look authoritative and meaningful and they know when they receive this it is decision making—it expected that for the good of MN you will cooperate with these policies because everybody needs to understand what the rules are to make sure that these communications work when they need to. This board deals with emergencies and they make it better by communication. Keep it really simple and focus on statewide, emergencies and communication-- so for example maybe emergencies such as wildfire, tornado, and etc. and general emergency response vehicles. It's about helping communicate-- whether by 911, push talk radios—so you might think about half circles. Something people recognize but that is simple. Like the Nike swoosh. We might want to think about the name as being part of the logo since the name change is so new. She stresses to keep the concepts simple and versatile. Color ideas suggested were red and blue for fire and water.

Committee members will send ideas to Julie Anderson before the October meeting.

Fjerstad moves to adjourn.

Glaccum seconds.

Motion carries.

Meeting adjourns at 2:15.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, OCTOBER 14, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Members:

Present

Member/Alternate

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

VACANT

Al Fjerstad/Kristen Lahr

Representing

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT

MN State Patrol

MN.IT

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol Salmon, DPS ECN

Rick Juth, DPS ECN

Julie Anderson, DPS Communications

John Hyde, City of Duluth

Troy Tretter, MESB

Randy Donahue, ECN

CALL TO ORDER

Meeting is called to order at 1:04 p.m.

APPROVAL OF AGENDA

Chair Hartog requests to add to the agenda to discuss the date of the next meeting.

Joe Glaccum moves to approve agenda as amended.

Jill Rohret seconds.

Motion carries.

APPROVAL OF PREVIOUS MEETING'S MINUTES

Rohret moves to approve the September meeting minutes.

Glaccum seconds.

Motion carries.

Discussion Items

GOVERNANCE QUESTIONNAIRE FOLLOW UP (JACKIE MINES)

Jackie Mines will present the responses to the quarterly regional meeting.

EDUCATION AND OUTREACH SUBCOMMITTEE (JULIE ANDERSON)

Julie Anderson reports that she has received a good response from people willing to participate—Jill Rohret, Rick Juth, Cathy Anderson, Shari Gieseke from St. Cloud, Tina Lindquist from Grant County, Kory Sandoz from Life Link and others. The deadline is tomorrow so there may be a few more as well. Anderson will send out an initial communication to those who've volunteered and begin working with those and while working to expand the membership.

Discussion about if there are enough people and if the representation is broad enough.

Mines suggests adding someone from IPAWS. Anderson will ask Scott Williams.

Rohret suggests adding someone from the northern and from the southern parts of the state. Names suggested include Mary Borst from Mayo, Jack Swanson, Kent Wilkening.

Dana Wahlberg might know somebody from one of the NE PSAPS. Anderson will reach out to Wahlberg for some names. It would be nice to have somebody from Lake County or Polk County.

Chair Hartog suggests including someone who is from outside of the state who works with marketing to give an outside perspective.

Glaccum will check with his marketing person.

Discussion about how formal the subcommittee should be. Agreement that it will be a workgroup.

Mines suggests that a lot of work can be done via conference call and email and meeting face-to-face once a month. She suggests the workgroup could vote on things so everyone is comfortable with the outcome. The vote is not recorded but reported back to the Steering Committee so the Steering Committee can know if it was a close decision or more of a majority decision. She would like to see at the next Steering Committee meeting a report on what the workgroup is planning to work on and what its timelines will be.

Mines asks if the Communications Department has some resources for us.

Anderson says yeas and also that we could work with outside vendors if the Communications Department can't get a product done in the desired timeframe.

Mines talks about a NextGen video put out by an organization that supports 9-1-1. She would like to use that or have the person who created that work with us to create a similar video but with a Minnesota focus. At APCO she saw a really good video about how emergency responders use broadband today in their jobs and in their vehicles.

She would like to have a video to educate our commissioners about what FirstNet is. She thinks people don't understand how much emergency responders use wireless broadband in their work today. She wants to be sure that people understand that this is not new technology—it is being used today—though it may not be as prevalent in greater Minnesota. She would like for people to understand the value of broadband and the fact that we are using it today and one way to think of it is that FirstNet is just a different company from which to purchase it.

Hartog says Mines explained it really well at the Central Summit and made it easy to understand.

Rohret asks if the role of the workgroup is to focus on county commissioners or are we also thinking about public education campaigns such as Text-to-911? If it is also to educate the public on Text-to-911 it would be nice to have people on the workgroup that have experience developing public education messages. A public education campaign is different from educating commissioners.

Anderson says the DNR is a really good resource for public education work and people there are really knowledgeable about statewide public education campaigns. We have the Office of Traffic Safety and the National Highway Traffic Safety Board that work with the nationwide campaigns like "Click-it or Ticket."

Mines says the NextGen 911 Committee would have quite a lot of input on a Text-to-911 public education campaign. Most of the money that we requested is for the public education campaign.

Anderson says we need to identify the people who would be willing to be on the T.V. and radio shows. For example, Ulie Seal and Lillian McDonald from IPAWS were on tpt Almanac to talk about ECHO and multi-lingual messaging.

Mines says Commissioner Dunaski is very supportive of education and outreach and has given the go-ahead to support Anderson and the workgroup to do whatever is needed. We would not necessarily ask the workgroup to make a video but to gather the input and coordinate it.

Anderson says that the power point presentation given at the Central Summit under the heading Statewide Emergency Communications Board, rather than including all the different agency names and logos, was an example of how we can begin to create an identity for the SECB.

STRATEGIC PLAN (JULIE ANDERSON)

Anderson reviews the strategic plan draft. She asks for anyone who has good photos, please send them to her. Glaccum will send a photo of a helicopter.

Mines adds that she would love to see more photos with people and in action.

The Education and Outreach workgroup will update the SECB chart from the ECN 2014 Annual Report. It will add the Education and Outreach Workgroup and any other workgroups or subcommittees that are missing from the chart.

Mines will do another review of the financials in the report.

Mines would like everyone to look at the committee descriptions—the descriptions submitted are from the bylaws—she wants to make sure it makes sense to the average person. She'll have Jim Stromberg take a look at the Interoperability Committee. She and Stromberg have been discussing the Interoperability Committee and have some ideas for the committee and about how to clear up some confusion about its role.

Agreement to remove the V-Law list from the Interoperability Committee description.

Glaccum suggests adding under OTC that the committee reviews and approves all participation plans under the ARMER system and subsequent changes to those plans. Glaccum will review the wording of the OTC description and send his suggested changes.

Rohret suggests adding under the Steering Committee that it is responsible for Education and Outreach.

Under Finance add Grants.

Agreement to submit any additional changes as soon as possible—today or tomorrow. Mines will make edits and then run it by the Commissioner's office. After that, she will give it to Anderson for the graphic artist (Bob) to work on the layout. After the graphic artist has finished the layout, it will be brought back to the Steering Committee for final approval before forwarding it to the board.

Anderson says Commissioner Dunaski would like the layout to be pretty standard to match the strategic plans for all the divisions. She asks the committee if there is a color preference. Red blue or gold are the three most common colors used. The committee is fine with those colors.

SECB BRANDING (JULIE ANDERSON)

Anderson will work with the workgroup on creating a logo and will bring back examples to the Steering Committee. She would like to have the workgroup come up with a font style first that can be used on power point presentations and letterhead and to work on a logo after that.

Anderson suggests changing the name of the listserv from MN-ARMER to SECB. Discussion about whether MN should be included in the name. Carol Salmon will find out what the options are and how to change make the name change.

Mines and Anderson will meet with Dana Wahlberg to talk about a Text-to-911 public education campaign. Anderson will research what other states have done. There is a great program in Greater Harris County, Texas with very good videos and Anderson will reach out to their education and outreach person.

Discussion about whether the Text-to-911 public education campaign should be a project under this work group. Glaccum raises a concern that this might be too broad a scope for the workgroup. Does this need to be separated or is there enough overlap? Glaccum thinks the talent the workgroup will attract for a public education campaign is different than for one educating local commissioners.

Rohret says the benefit of it being a workgroup is that the membership can be more fluid—we can bring in the varied talent at the point it is needed. We can have a core group and be more fluid as the projects change.

Mines' concern about separating the two is that we will be taxing Anderson anyway. She says ECN would take on these roles and responsibilities anyway but would still have to get buy-in from various committees. Should some of this just fall on ECN and Communications with an approval process? Or do people want to have more participation in some of the creation? We still have to bring it somewhere to be approved. Text-to-911 could go to NextGen. They would have the buy-in on it.

She adds that from a high level view, we need a message that can be sent to a commissioner as well as to the general public as well as to our own people. Each of these campaigns has different elements. If we have a NextGen911 video, for example, it will touch upon Text-to-911 and we can pull snippets out that might be more relevant for commissioners or at the booth at the AMC conference. At a regional summit we would play the whole thing. She thinks we should create a longer video that covers many areas and then parts of it can

be used for multiple audiences. This would cost less than creating several smaller videos.

Chair Hartog says we talked about needing this for the Legislature in March.

Anderson talks about funding for a public education campaign and that DPS does not seem to have this funding, unlike some other divisions. She thinks we will be able to fund it with the SECB behind it and Commissioner Dunaski pledging support.

Chair Hartog says some of this is done locally with a local voice as well. In his community, they use the safe community coalition funds and Hartog uses some of his budget as well. They make their own stickers, go to the fair, on the radio, Facebook, etc.

Glaccum suggests that the workgroup will need to be very succinct with its priorities and have three plans: a public education plan for Text-to-911; a plan for outreach to local governments; and a plan for outreach to the legislature.

Anderson will start filling in the Education and Outreach plan she distributed at a previous meeting-- message, audience, delivery tactics and execution.

Mine suggests after the workgroup has collected all of the ideas that it then pare them down and assign quarterly timelines to the projects.

MEETING DATE

Next regular meeting date is November 11 which is Veteran's Day.

The committee changes the November meeting date to Monday, November 9th at 1:00 p.m.

Glaccum moves to adjourn.

Rohret seconds.

Motion carries.

Meeting adjourns at 2:24 p.m.

STATEWIDE EMERGENCY COMMUNICATIONS BOARD

STEERING COMMITTEE

WEDNESDAY, NOVEMBER 9, 2015

1 P.M.

CHAIR: DAN HARTOG

NORTH MEMORIAL AMBULANCE SERVICE

4501 68TH AVE N

BROOKLYN CENTER, MN 55429

MEETING MINUTES

Attendance

Members:

Member/Alternate

Dan Hartog, CHAIR

Joe Glaccum, Vice Chair

Mike Slavik/Tom Wolf/Jill Rohret

Mukhtar Thakur/Tim Lee/Jim Mohn

VACANT

VACANT

Al Fjerstad/Kristen Lahr

Representing

Minnesota Sheriff's Assn.

Minnesota Ambulance Association

Metropolitan Emergency Services Board

MnDOT OSRC

MN State Patrol

MN.IT

Central MN ESB

Guests:

Jackie Mines, DPS ECN

Carol Salmon, DPS ECN

Rick Juth, DPS ECN

Julie Anderson, DPS Communications

Troy Tretter, MESB

Randy Donahue, DPS ECN

CALL TO ORDER

Meeting is called to order at 1:04 p.m.

APPROVAL OF AGENDA

Julie Anderson asks to amend the agenda to change the SECB Power Point to an action item.

Joe Glaccum moves to approve agenda as amended.

Jill Rohret seconds.

Motion carries.

APPROVAL OF PREVIOUS MEETING'S MINUTES

Glaccum moves to approve the October meeting minutes.

Rohret seconds.

Motion carries.

ACTION ITEMS

On behalf of the Education and Outreach workgroup, Julie Anderson presents an SECB branding template for power point presentations, as submitted in the meeting materials. She reviews the template pages and shows how it can be adapted for individual presentations. This will be posted on the SECB website under Resources so everybody will have access to it.

Mines suggests adding a footer for version control and page numbers.

Glaccum suggests having a default picture available for each area (ARMER, NextGen, etc.) Mines suggest having default templates on the website for each area.

Discussion of the yellow line with the blue SECB letters. Committee members like the graphic and it is agreed to use this as a SECB logo for letterhead, etc. Anderson will add to the workgroup agenda to create a letterhead using the graphic.

Anderson will make the recommended changes to the power point template (a footer for version/page numbers and default pictures for each area) and will add a dummy presentation as an example when presenting it to the SECB.

Mukhtar Thakur moves to approve the power point presentation template to submit to the SECB for its approval.

Glaccum seconds.

Motion carries.

EDUCATION AND OUTREACH SUBCOMMITTEE (JULIE ANDERSON)

Julie Anderson presents a review of updates to the SECB website.

She reports that the Education and Outreach Workgroup has tasked itself with updating the “What’s New” page more frequently to keep it fresh. This is where big decisions or events will be highlighted. Anderson thanks Shari Gieseke and Cathy Anderson for the items posted at the time of the meeting. Mines adds that the goal is to keep the “What’s New” page updated every week or two.

Under the Governance page, the top paragraphs have been updated. Bylaws, Statute and Membership pages have been updated. The governance chart is still being worked on.

Glaccum suggests adding a “go back” button to the web pages. Mukhtar Thakur agrees. Anderson will ask the website technical person if this is possible.

It is pointed out that the font size looks different on the Membership Roster page from the other pages on the website. Anderson thinks this is because that page is formatted as a list. Agreement that the font size should be uniform. Anderson will see if it’s possible to change it on the roster.

Mines adds that Related Links will be changed to say ECN.

Anderson says many changes have been made and she can share her tracker at the next committee meeting to show what has been completed and what is on the list for the future.

New lists are being created for ARMER Approved Equipment and for Standards.

Each committee description has been updated to be consistent with the committee descriptions in the strategic plan. Links have been added, for example, OTC links to ARMER, Interoperable Data links to Wireless Broadband, etc. and from ECN pages back to the committees so users can identify the various committees with the appropriate ECN programs and vice versa.

Anderson reviews the Legislative page. A callout box has been added to include a link to a legislative bill finder and to the pages of key legislators. The callout box is usable as it is now but it will be improved. Mines adds that the idea on this page is to list initiatives the Legislative Committee has agreed upon. At its last meeting the Legislative Committee asked representatives from member associations to find out what their associations' legislative initiatives are and we will post the public safety ones on our webpage as well.

Glaccum suggests that legislative updates could be on the landing/"What's New" page as well.

Mines adds that the ARMER Standards Workgroup page (on the ECN website) will post the workgroup meetings dates and times, as they are for the SECB committees.

Anderson says we want to make it easier to navigate between pages/committees/workgroup and we are starting the linking. All suggestions are welcome. Mines says we would like to start the practice of when we send things out we send a link rather than the document to train people to go to the website and help education then on where they can find items.

Glaccum raises the issue of accessibility. Mines says the biggest issue with accessibility are the documents that we receive from others. Every document we create and post will be made accessible. If there are documents that don't belong to us but are in our meeting packets and someone has trouble with them, we will send them back to the original source. We will add language that says if you are having trouble accessing this information, please contact us.

Glaccum asks Anderson who are the "outside eyes" to test the usability of the website.

Anderson says we could consider some focus groups. Everything is up for discussion and we are open to all ideas but adds that there are also some technical limitations built into the system. The desire is to make it as usable as possible.

Glaccum suggests looking for a group that looks just at navigability and not content.

Mines says he makes a good point. She adds that part of what she and Anderson are thinking is first do some clean up and then the workgroup could give the first round of feedback and then maybe we could broaden it after that.

Rick Juth asks if the number of hits are monitored. Mines says yes. Glaccum suggests taking a look at the number of hits now and then as we begin sending people more and more to the webpages we can compare and see the change.

Anderson shows the SECB organization chart and says it is being worked on and will be updated by the next meeting and ready for review. Thakur says the chart is very well done.

Chair Hartog thanks Anderson for her work.

STRATEGIC PLAN (JACKIE MINES)

Mines reports that there are some last minute changes being made to the strategic plan document. After those changes are finalized, she will run it by SECB Chair Deputy Commissioner Dunaski to see if he would like to see anything changed. Then she will bring it back to the Steering Committee one more time for review.

She reports that Deputy Commissioner Dunaski would like to have a follow up meeting in December with the Executive Committee to go through the goals in the strategic plan to see if we need to make any updates or changes. She thinks he would like to look at the plan more globally to see if there are changes to be made from where we were a year ago.

She adds that we have been trying to put in the meeting packets a project status update for each of the initiatives—wireless broadband, GIS, ARMER—and are working on creating a similar one for IPAWS.

Glaccum reports that he followed up with the marketing team at North Memorial and they do not have the bandwidth to work on this. He sent photos. Mines thanks him and says they were great and will be in the strategic plan document.

Glaccum moves to adjourn.

Thakur seconds.

Motion carries.

Meeting adjourns at 1:50 p.m.