



## **Minutes**

### **CESA Board Conference Call**

**4/29/19**

Board members in attendance: Dana Carey, Brentt Blaser, Robert Ullrey, Ray Riordan, Vicki Osborn, Donna Mayer, Mary Jo Flynn, Breanna Medina

Staff in attendance: Andrea Messina

Call to Order at: 9:03am

Approval of Minutes: Vicki made a motion to accept the minutes as amended. Breanna seconded the motion. There were two abstentions. The motion carried.

### **Financial Report:**

There are total assets of \$221,000 with \$136,589 in checking and \$97K in savings.

The board discussed the 2019 budget.

The chapter distributions will come off the balance sheet and be paid in May.

Dana made a motion to accept the financial report and the draft budget. Donna seconded the motion. The motion carried.

### **Chapter Updates**

Southern: The chapter did their strategic plan and is concentrating on networking and professional development. They will have quarterly meet and greets. They had one in March and more people than expected attended. There is another one coming up in June. They are also going to establish a president's message.

Coastal: This is Ray's last year as a chapter board member but Ray will be the Immediate Past President. The Secretary will also be up for a vote this year. This time of year we start thinking about the awards. The award nominations need to go out in May. Gerry Malais didn't get the meeting notices but he is the Coastal VP and will be participating.

Inland: Their board members have been attending the MARACs. They will have their second chapter meeting on 5/24. They are working on a video President's message and want to

encourage members to participate. Inland is working on their nonprofit number and work on a strategic plan. They are using a google drive and Slack to track everything and communications. They want to set up a Vimeo account but wonder if it would be a good idea for all chapters and sign up through the state. The board would need to approve this as part of the social media policy.

### **Committee Chair Reports**

EMMA – Donna Mayer provided an update. Lindsay was meeting with each region to do EMMA training and she did one in Southern. When the state does a training they do not have local perspective. So, they suggested that if the state does a training, they should have someone from the OA present as well. CalOES will be doing training in each region. Vicki and Donna submitted an application to present a precon training at the conference. CSTI is going with a different LMS platform. EMMA is currently only a classroom training and in-person is good so people can ask a lot of questions.

Legislative – Ray provided the legislative update. The biggest effort has been AB 291 (Chu) to establish a fund for emergency preparedness and mitigation. Ray testified at the committee hearing. The bill passed that committee and the gut and amend process is starting and will go to appropriations. The sheriff's association and the fire chiefs both supported the bill. CalOES will not take a position until it goes to appropriations.

SB 46 affects alert and warning. The issue with it is that SB 833 requires testing and CalOES to develop guidance and the testing is twice per year. But right now, SB 46 says that the data shall only be used for emergency notification. This language may not allow the use of data for testing. The bill has passed the first committee, but CESA needs to have the language updated to authorize testing for data.

SB 397 is for transit operators that they must develop requirements for getting owners out of emergency situations with their pets.

CESA was asked to join a coalition called the Action for Wildfire Resiliency. Matthew is in receipt of the information.

Membership – Janice was not at the meeting. The board discussed the document Janice provided and they thought one change would be to add measurable objectives and just make sure that the survey results are in alignment with this document.

Mentoring – Brentt provided the report. He noted that the mentees should be members who are new to the profession or breakout their number of years or by job title into three categories. There would be measurable goals, documents for the mentor about how to be a mentor and how many meetings they should have, the selection process is to be determined. We need to make sure we incorporate all sectors of members. The program would be 6-12 months long. The program needs to be aligned with the standards and role map and

competency framework. To determine the matching, the committee could either pick their own mentor or the committee would match them. **Action:** Bree will look at Brentt's document and work with him to make sure it correlates to the role map and competency framework. We need to have a mentoring session at the conference. Brentt mentioned having a professional reading list available to members including EM, leadership books, white papers, etc... We could also post this in the member forum online.

Public Affairs – Soraya Sutherlin: The committee report was provided via email.

Training and Education – Dana Carey: The committee is having a hard time accessing google docs. They host webinars every week and go through training catalogs and the framework to see how many classes are available for each level in the profession. There currently are no advanced classes for the standards. There is a lack of knowledge about what trainings are available versus which ones are now no longer offered. CSTI is sending some of their curriculum to the training and education committee when they rewrite the curriculum so it's a great opportunity for people to review that and have a say in it.

Conference 2019 – Yoli McGlinchy provided the conference committee update. As of April 26<sup>th</sup>, Craig Fugate is the keynote. There might be another plenary speaker, possibly **Susan Preneir** who talks on sustainability. The committee is on track with everything else. The call for papers are due on the 30<sup>th</sup>. They did change the letters for the gift baskets to July instead of August and then a reminder will go out in September. The mentoring session could be a 4:00pm breakout session on Tuesday for an hour and 15 minutes with a reception to follow. It would be open to everyone. The conference is going to have a live stream the whole conference. He will be doing interviews. Todd is doing it at IAEM. He is working on a write up. He has been in conversation with the Public Affairs committee. The state board has concerns and would like to see Todd's plan because there are a lot of considerations and possible legal implications. He needs to submit it by 4/30 as a conference session and the state board will need to approve it. There may be a casino night with the dance on Wednesday night and they are looking at wine tours for a social activity.

Policy – Vicki Osborn: The board discussed the officers of the state association. The term could be two years but there would not be a rotation and that the board would elect the officers and it wouldn't just go in order of a certain rotation. This will help with continuity and make sure that first year members or members who have not served on the board in the past, would be elected president immediately. The officer could only remain in the same position for two years. It was noted that a bullet should be added that the member at large can serve as an officer. Donna noted that members at large don't necessarily have to go to the chapter board meetings so she is concerned that the member at large can serve as a state officer without being involved in the chapter board. The chapter presidents will take this back to their chapters for review and discussion.

Awards – Vicki Osborn: Vicki emailed the board updated nomination forms for the awards. Information about honorary membership has also been included. The number of years for

qualification for number of years of contribution to CESA will be 15 years. That was then removed from this awards document but the chapters will make recommendations for honorary membership and those need to be approved by the state board.

**Action:** Andrea will make sure Mike Brady is an honorary member.

#### Strategic Plan and membership survey

Mary Jo provided a summary report of the membership survey.

The average number of years in emergency management and how long they have been a member was pretty high, 8-10 years. More people may be joining CESA a little later in their career.

Access to best practices was the most important benefit and legislative and outreach were the least important. All of CESA's performance areas for member benefits were above a 3.5 ranking. The items that seemed to need improvement were discounts and access to the annual conference.

The lowest performance area is in mentoring. When the survey is distributed to members, we will note that the mentoring program had not really been established.

In analyzing the communications, members would like to see regular communication about the committees and the chapters, so a quarterly newsletter from the state would probably still be beneficial. Depth of content seemed to be the most noted comment for CESA communications.

The member forum is new so it was ranked low because members don't know about the feature of the website. **Action:** Andrea will ask Your Membership if the member login landing page can just be the home page of the website, rather than the "social media" style page.

**Weekly email action:** Andrea will remove the UASI trainings and just include a link to the UASI websites (all of the UASIs). The weekly emails will stay weekly until the job board goes live, then we can consider changing it to bi weekly since we don't always have a lot of content.

We could also feature various committees each week on a schedule. There should be a new member welcome in every weekly email and/or in the newsletter.

The website lacks relevant content online and the folder structure.

**Action:** Andrea will schedule a training with Your Membership for the documents, landing page, content updating and forms.

Several comments noted that EM needs to be separated from fire and law.

Mary Jo made 11 recommendations. The board can group them in categories like website, communications, membership programs, professional development.

Website – We need content from chapters and committees, set up and launch the member forums and add committee forums.

We could do a video to show the functionality of the website and database so members can watch

**Action:** Andrea will create a project plan for the website. GC will be done by the end of July and the board will review and beta test by the end of August.

Breanna made a motion to approve up to \$5000 for the update of the CESA website. Robert seconded the motion. The motion carried.

**Action:** The board will review the recommendations of the membership survey

Conference: We need to make a push at this year's conference that the survey noted that 35% (majority) of respondents want the conference to be moved to the spring. We could do a live poll at the conference. We could do it at the all chapter meeting. Action: Ray will develop the talking points and do a live poll for the conference timing and ask the membership not in attendance through a facebook live feed.

San Diego will be considered for 2021 conference and we will get price quotes for both spring and fall.

Mentoring needs to be a separate note on the executive summary and the recommendations will be categorized.

Vicki made a motion to approve the survey summary as written with amendments for mentoring and typos. Donna seconded the motion. There was one abstention. The motion carried.

New/Old Business:

Job board – Brentt and Andrea thought it would be a good idea. The issue might be with members who are not allowed to post positions. CESA will post a disclaimer that we are not responsible.... and Andrea will include a monthly analytic report and will include the implementation in the website project plan. Brentt made a motion to approve the job board for 24 months. Vicki seconded the motion. The motion carried.

Group Concepts Agreement

The GC agreement was approved with the changes noted for the annual increase of 2%, the process for changing the Executive Director and that the hourly rate for data entry would be to the 15 minutes, not just one hour. Andrea will also update the scope of work to include an end of year report on the services performed and accomplishments.

Conference agreement – Beth was not organized in coordinating the speakers and more contact with the speakers and not being completely up to speed on policies.

Membership survey action items

The committees need to have a directive about the outcome of the survey. They need to have measurable goals and deadlines. **Action:** Ray will communicate the survey results to the committee chairs and what is required of them.

Release of the survey to the members: We will release the survey document to the members. **Action:** Mary Jo will update the document and then Ray will draft a blurb for the weekly email. Then Mary Jo suggests releasing small chunks of information at a time so members see the

board working on each items. We want to make it clear that CESA heard the members and is taking action.

#### Other Business

The weekly emails will stay weekly until the job board goes live, then we can consider changing it to bi weekly since we don't always have a lot of content.

Adjournment: There was a motion to adjourn the meeting at 3:08pm.

The May call will be 5/28 at 3:00pm. Ray will not be on the call so Breanna will lead it.  
The next in-person board meeting will be July 12 in Sacramento.

#### **Action Items from April 29th:**

**Action:** Andrea will make sure Mike Brady is an honorary member.

**Action:** Bree will look at Brentt's document and work with him to make sure it correlates to the role map and competency framework.

We need to have a mentoring session at the conference.

**Action:** Andrea will schedule a training with Your Membership for the documents, landing page, content updating and forms.

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